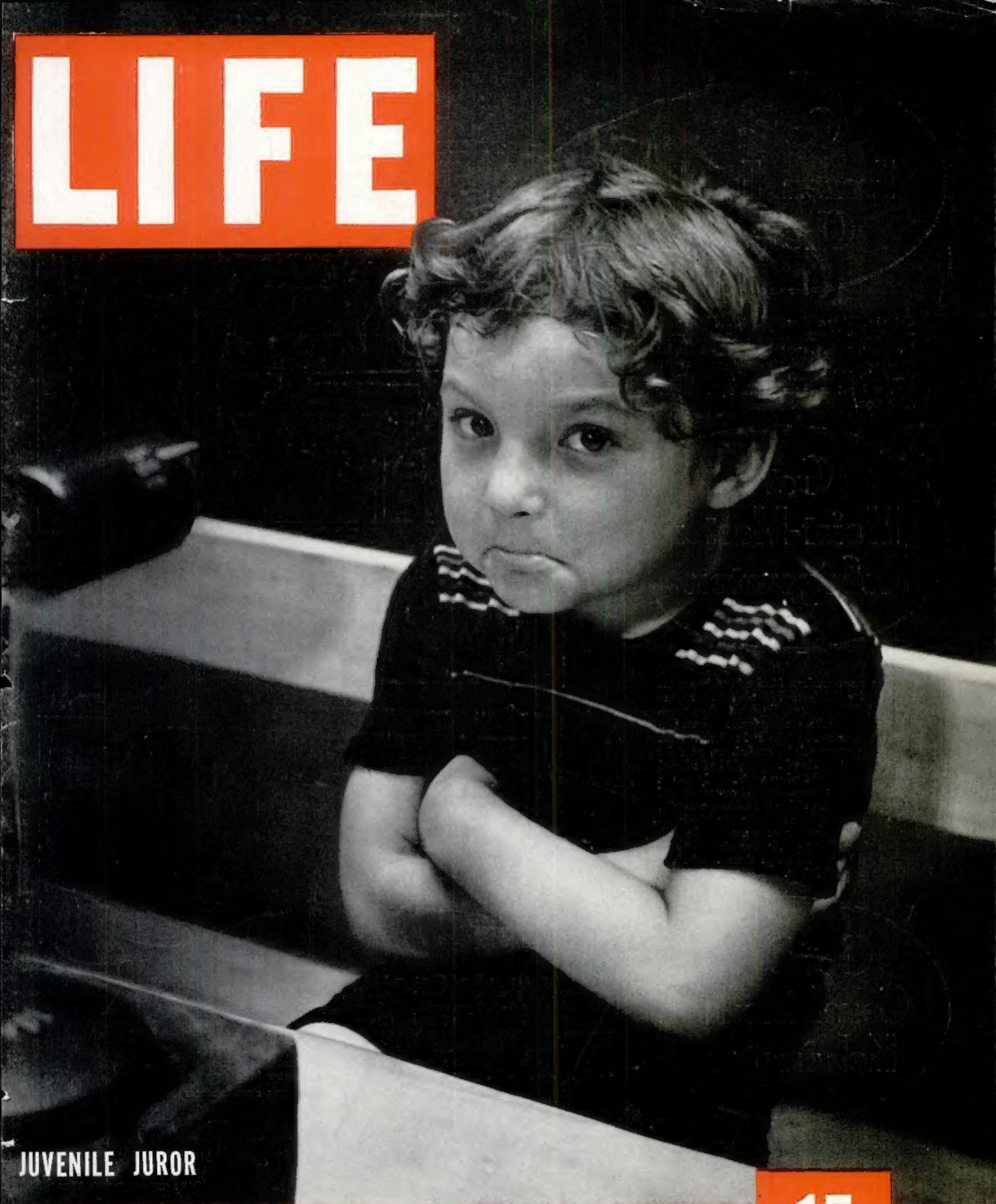


LIFE



JUVENILE JUROR

AUGUST 5, 1946

15 CENTS

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Get a Frozen Food Chest...

Get a real Frozen Food Chest... big enough to hold over 40 pounds of frozen fruits, meats, fish, game, poultry, out-of-season vegetables, ice cream and ice cubes. With four Hi-Speed ice trays that make 64 ice cubes at one time. Easy to see into, and get at—because it's right in your refrigerator!

Get a Moist-Master Refrigerator...

Get the most modern kind of refrigeration... exclusive Kelvinator Moist-Master refrigeration that chills and actually dew-freshens vegetables and fruits; keeps them fresh for days! Uncovered left-overs stay juicy and appetizing, too. You can prepare salads, sandwiches, rolls for baking hours beforehand... they'll be fresh and moist and just right when you're ready to use them. The secret is a completely separate set of cooling coils hidden within the refrigerator walls, and a special compartment enclosed with gleaming glass. Together they make possible the still, super-moist cold that guards the moisture of your perishable foods... keeps them wonderfully fresh, flavorful, delicious.

Get Both Combined in Kelvinator!



Get a real Frozen Food Chest and Moist-Master Refrigeration—both in the same big, beautiful cabinet—both powered by the famous, dependable Polarsphere unit that's sealed in steel and permanently lubricated for unfailing, trouble-free service. Your new 1946 Kelvinator gives you everything else you've ever wanted in a refrigerator, too—a spacious zone of balanced cold for

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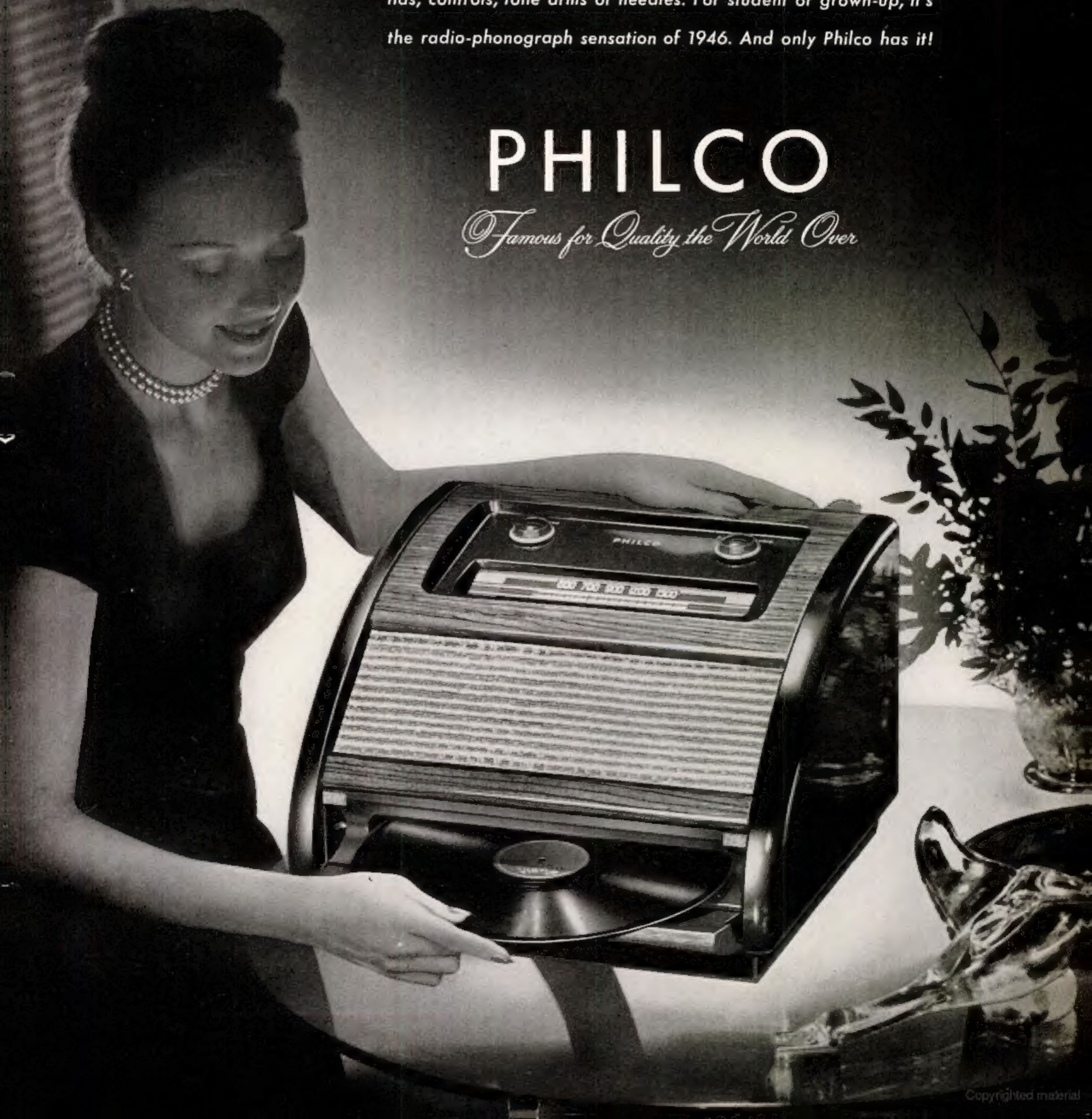
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the new way to play records... just put any record in the slot,
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the radio-phonograph sensation of 1946. And only Philco has it!

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Thrilling moment in the 20-year-old film DON JUAN, featuring John Barrymore. This was the first full-length sound movie.

The modern movie is 20 years old on August 6

Twenty years ago the movies added sound to sight. DON JUAN was the film. A year later came THE JAZZ SINGER, the first feature to use lip synchronization.

Both films were produced and presented by Warner Brothers. The equipment which made them possible was developed and made by Bell Telephone Laboratories and Western Electric Company. These two units of the Bell System have continued to apply their skills to improve sound reproduction.

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The modern movie has grown so that it speaks in peace and war around the world. It has become one of the great agencies affecting the heart and mind of man.



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Which is Worse? MARRIAGE WITHOUT LOVE OR LOVE WITHOUT MARRIAGE?

AMALIE was a nobody, the daughter of a drunken tenant farmer. Alfred was rich, respectable. But he loved this ravishing, fascinating, red-mouthed woman, and married her despite his bitter knowledge that she did not, and probably never would, love him.

His half-brother Jerome, the devil-may-care wastrel, the man no woman had ever yet resisted, tried vainly to prevent the wedding. Jerome and Amalie hated each other on sight. He threatened her, tried to compromise her, tried to buy her off—and she laughed at him. Then, suddenly, caught in a passion as ruthless as themselves, they found they were deeply, recklessly in love. Did Amalie choose her loveless marriage—and security, or a lawless love—and disgrace?

"This Side of Innocence," by Taylor Caldwell, is a brilliant, swiftly-moving, and intensely alive story that will stand with the great dramatic novels of the decade. Says the *Philadelphia Inquirer*: "A masterful piece of story-telling . . . 500 pages so solidly satisfying, so pulsing with life, that one resents their coming to an end." Here is a novel that reached the very top of Best-Seller lists within a month after publication! Price, in the publisher's edition, \$3.00, but now offered FREE to new members of the Literary Guild Book Club.

Free

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Purchased by Story Productions Inc., before publication as the first of their \$2,000,000 motion pictures, on terms which may result in the greatest amount ever paid to an author for screen rights.

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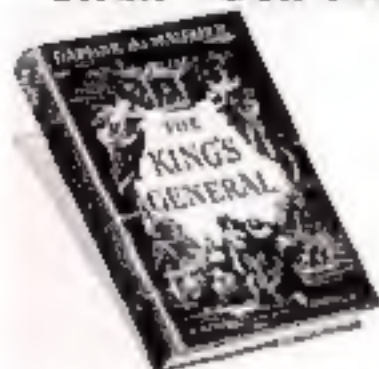
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Sly Machiavelli meets his match in a diplomatic battle — and a love affair. By the author of "The Razor's Edge." Publisher's price, \$2.50.

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☐ The King's General ☐ The River Road ☐ David the King ☐ Then and Now

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This One



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Summerproof your Hair

with **Vitalis**



Summer sun really puts the heat on your hair.

It bakes out precious natural scalp oils. And what the sun leaves, wind and water go to work on. Your hair winds up dull, brittle and unmanageable.

But, now that you can get Vitalis, you can "Summerproof" your hair. Fix it to stay handsome—come sun, come wind, come water, come *anything*!

Use Vitalis and the "60-Second Workout"

1. Before you exercise use Vitalis and the famous "60-Second Workout." For 50 seconds, massage Vitalis' hair-shielding pure vegetable oils on your summer-beaten scalp. You're protected—"Summerproofed"—come sun, wind or water. 10 seconds to comb...and who's the handsomest man in sight? You! Then...

2. After you exercise...repeat. This follow-up with Vitalis and the "60-Second Workout" helps replace protective oils, routs loose dandruff, helps retard excessive falling hair. Then...10 seconds to comb...and your hair looks vigorous, alive...and set to keep looking that way! Get Vitalis today!



Product of Bristol-Myers

LETTERS TO THE EDITORS

CORNEA TRANSPLANTS

Sirs:

Your excellent article, "Cornea Transplants" (LIFE, July 15), interested me greatly. The pictures were clear and clarified an operation that has always been a complete mystery to me.

Although the square of a corneal transplant accomplishes its main purpose, that of restoring sight, the square shape of the transplant gives the eye a weird look which could be greatly improved if the transplant were round. Would not a suitably sized tube knife such as is used to punch circular holes in leather be adaptable for this purpose?

JIM GRAFFUNDER

New York, N. Y.

● The round puncher, or Trephine, was the first type of instrument to be used and is being used by some very skillful surgeons. The double-bladed knife, however, is much easier and safer to handle. And although in LIFE's pictures the square transplant showed up very clearly, there are many cases where one cannot tell the difference.—ED.

YADDO

Sirs:

I was greatly interested in your article about the artists' colony at Yaddo (LIFE, July 15)... Here is a fill-in on the estate's history:

"Lady Katrina," its owner, had several small children. One of them was wandering with his nurse along one of Yaddo's ponds or streams when he saw his shadow in the water. Being only a baby, he said, "That's my Yaddo," and so the estate was named. Lady Katrina was wealthy but not happy. All her children died young and under tragic circumstances. They are buried together in the Rose Garden, which I am surprised you did not photograph, for it is superbly planned

CONTINUED ON PAGE 7

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LIFE August 5, 1946

Volume 21 Number 6

Never neglect a skinned knee



A skinned knee—any scratch or cut—can become infected. Never take a chance!

Cleanse the hurt properly. Then put on a BAND-AID—the Johnson & Johnson adhesive bandage. It comes to you sterile; keeps out dirt; helps prevent infection, avoid irritation.

Four times as many doctors recommend BAND-AID as any other ready-made adhesive bandage. Keep one box at home—one where you work.

*BAND-AID is the Reg. Trade-mark of Johnson & Johnson for its adhesive bandages.

The quick, easy way to bandage a skinned knee



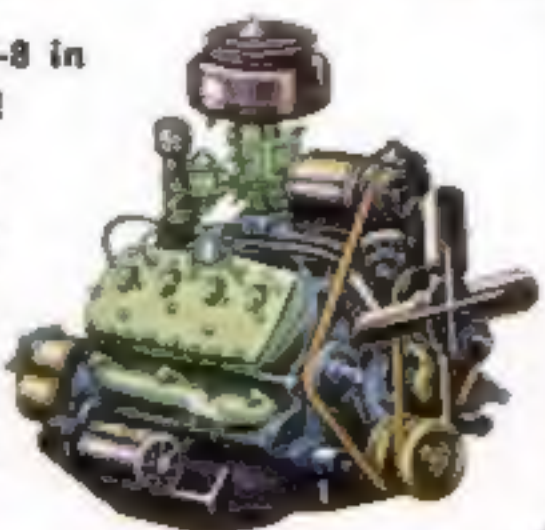
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COMFORT!"



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the low-priced field!

Only Ford gives you
100 h.p., only Ford gives
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ness of the eight, only
Ford gives you a "V"
type engine—the kind
used in America's cost-
liest cars!




A day behind the wheel of the big new Ford will show you what real comfort means! Here's a car with solid sureness on any road . . . a car that's easy to handle, fun to drive. The stabilized chassis rides steadily even in cross winds and on curves. New multi-leaf "Rest-ride" springs cushion the miles. Deep, soft, correct-posture seats give you perfect relaxation. Plenty of room all around you. And that flexible, smoother, quieter, more powerful Ford V-8 engine levels the hills and thrives on distance! See your friendly Ford Dealer today!

Tune in . . . The FORD-Bob Crosby Show—CBS, Wednesdays, 9:30-10 p.m., E.D.T.
The FORD Sunday Evening Hour—ABC, Sundays, 8-9 p.m., E.D.T.

THERE'S A *Ford* IN YOUR FUTURE





The best...and nothing

but the best is labeled

Armour Star

Hand Picked
Sugar Cured
Tender Smoked



Praise your luck when you find Armour Star Bacon! During periods of scarcity, naturally this best quality bacon is hardest to find. Whether you fry, broil or bake it, cook Armour Star Bacon with watchful care to bring out *all* its goodness.

How to Bake Bacon: Even when you are preparing a large quantity of bacon, each strip can be perfectly cooked! It's easy, too! Just place bacon strips on rack in shallow pan with fat edges overlapping lean. Bake on top shelf of oven at 400°F. for 12 to 15 minutes or until crisp as desired. No turning is necessary and the bacon will be *delicious!*

For new and interesting bacon recipes, write Marie Gifford, P.O. Box 2053, Chicago 9, Ill.

America's Luxury Bacon

PERSONNALLY Speaking by GROUCHO MARX

Starring in "A Night in Casablanca"
a David L. Loew Production,
released thru United Artists



1—NEXT to a good 5¢ cigar, what this country needs is a great 10¢ razor blade...



2—LUCKILY, it's got one—Personna! Personna's so sharp it could take the beard off my jokes.



3—NO LONGER am I a Groucho when shaving, because Personna gives me the smoothest closest shaves I ever had!

4—Why it makes sense to pay 10¢ for this blade:

Sure, Personna costs more. But Personna is a precision instrument—worth many times 10¢ in shaving ease and comfort.

Personna is made of premium steel...hollow-ground for extra keenness...rust-resistant for longer use. Spend a little more to get Personna...and get a lot more shaving comfort!

Available also
in Canada



PERSONNA
Precision Blades
10 FOR \$1

LETTERS TO THE EDITORS

CONTINUED

and executed. Visitors are not allowed to disturb the artists and writers within the mansion at Yaddo, but the grounds are well worth exploring. They have a strange quality of inducing a feeling of quiet and contentment on all visitors.

JOAN BELS

Chemung, N.Y.

COVER GIRL

Sirs:

If my memory serves me correctly, the appearance of Miss Rita Daigle on the cover of LIFE (July 15) makes her LIFE's champion cover girl. Hasn't she the distinction of having been on the front of your wonderful magazine more times than any other person?

VIRGINIA M. ESSIG

Harrisburg, Pa.



● No. Miss Daigle's recent appearance on LIFE's cover was her third, placing her alongside Model Kay Aldridge, Winston Churchill, Rita Hayworth, Ginger Rogers, Franklin Roosevelt, the Statue of Liberty. No one has appeared four times.—ED.

FISHERMAN HEWITT

Sirs:

Your article in LIFE (July 15) on E. R. Hewitt, Trout Fisherman, was very interesting, but, as a trout fisherman of about 25 years' experience, I was disappointed.

You did not give any details whatever on how Mr. Hewitt attained his preeminence. For example, what are the flies he uses and how are they made; in what types of water does he catch trout best? Does he prefer dry flies, wet flies or bait? Do they bite better for him just before a storm or on windy days? Does he think the full moon at night affects the feeding habits of trout? These are some of questions that beset good trout fishermen.

F. W. OSBORNE

Granby, Colo.

● Mr. Hewitt uses dozens of different kinds of flies, but, as a class, likes dry flies best. He prefers to fish in a rapid, rocky stream. He finds that trout never bite just before a storm and not generally on a windy day. Hewitt believes that the moon has a decided effect on the feeding habits of the trout: they never bite as well during the day when the moon is full.—ED.

Sirs:

Down here we read about Fisherman Hewitt and his trout and salmon. I am enclosing a picture of a Colorado River yellow catfish. I didn't catch it myself, but a friend of mine, a real fisherman named "Puss" Jordan, did. And we all think it's a pretty nice fish, even for Texas.

Puss caught this fish in the Colo-

CONTINUED ON NEXT PAGE

Let Shuron Glasses Complete Your Costume



SHURSET—the smart "everyday" eyewear

Flattering yet practical, with many important optical advantages, Shurset Ful-Vue Rimway is suggested for street wear, at home, or at work.



FIESTA—a touch of colorful glamor

Definitely feminine, fashionable, even a little flirtatious—Fiesta, in its chic modern shape and colors, for occasions that call for glamor.



SUNREX—style and Science together

Shurset sunglasses designed expressly for prescription lenses—combining the most modern style for all outdoors with maximum optical benefits.

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"Hey, Mom...
where's that big smile?"



BABY: What a gloom-puss, Mom! Mean to say you don't enjoy being me for a day?

MOM: Enjoy, nothing! Maybe it's the hot weather, or the wriggling around, but my skin's so uncomfortable I could roar. Do all babies feel this miserable?

BABY: Here's one that does, Mom. And it's your fault. Why don't you do like other mothers do and protect my poor helpless skin with nice Johnson's Baby Oil and Johnson's Baby Powder?

MOM: Uh... well... guess I did slip up, honey. Give me another chance?

BABY: Two chances, Mom! One—to keep me smoothed up with pure, gentle Johnson's Baby Oil. After my bath—and at every diaper change, to help prevent what doctor calls "urine irritation"...

MOM: No sooner said than done, lamb. And then?

BABY: Two—don't forget that a warm weather baby like me needs plenty of Johnson's Baby Powder between baths. Nice cool sprinkles of it, to help keep heat rash away!



MOM: Honey, let's go back to being ourselves—go get some Johnson's—and turn on two big grins!



Johnson's Baby Oil
Johnson's Baby Powder
Johnson & Johnson

LETTERS TO THE EDITORS

CONTINUED

rado River with ordinary Texas tackle, using a gallon of worms for bait. It took him nearly 12 hours to land it and the river fell two feet when he



?

finally did. The fish fitted just nice on a 26-foot Hobbs trailer and weighed 1,600 pounds. Just another case of Texas having the largest and best of everything.

SID EANES JR.

Georgetown, Texas

SUGAR FOR SPECTACULARS

Sirs:

I noticed in Letters to the Editors that a number of LIFE's readers seemed upset to think that the Great Atlantic & Pacific Tea Company was using up rationed sugar to make those cake spectaculars (LIFE, June 24). The readers' concern is understandable but quite without reason. Sugar used in this work is redissolved, boiled and clarified. It is then again fit for any of sugar's many uses and not a pound is wasted. . . .

MAX SPOTH

New York, N.Y.

FARM MACHINERY

Sirs:

Your story on farm machines (LIFE, July 15) combines dramatic interest and high hopes, but I fear it is gross exaggeration to proclaim that "they promise the world a new era of abundance." Doubtless they will reduce labor requirements in regions of large-scale commercial farming, but it is unlikely that they will bring new lands under cultivation or enable mechanized agriculture to attain the high yields of intensive gardening as it is practiced in countries where human labor is cheap.

The fact remains that approximately three fourths of the world's people today derive their daily sustenance from land where topography, land tenure or lack of money or all three of those factors will forever preclude the prospect of that easy abundance which mechanical ingenuity seems illusively to offer.

JOHN G. CURTIS

Worcester, Mass.

Sirs:

As a farmer who receives his entire income from the products of the soil, I view with alarm the further mechanization of farming. Farming is even now overcapitalized. In buying more machines farmers increase their capital investment and add to their overhead. The only way this increased cost may be absorbed and the cost of food still held down is for the farmer to operate larger acreages. This forced enlarging of farms will surely accelerate the present rate of elimination of family-sized farms; it will tend to put farming into the hands of a few large owners and take it away from the independent small freeholder, who then will become merely a hired laborer. Thus, through the development of farm machinery, we are drifting further and further from the day when a young married couple could start farming with faith in God, \$150 of

If It's Grapefruit Juice ...
You Want The Best
And It Must Be Proved
By Every Test ...
So Ask For The Brand That
Will More Than Please...
Say To Your Grocer,
DONALD DUCK, PLEASE!



This health-giving juice from uniformly delicious fruit -- grown, picked, packed, and shipped by the

**FLORIDA CITRUS CANNERS
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Growers of Florida's finest
Citrus Fruit
LAKE WALES, FLORIDA

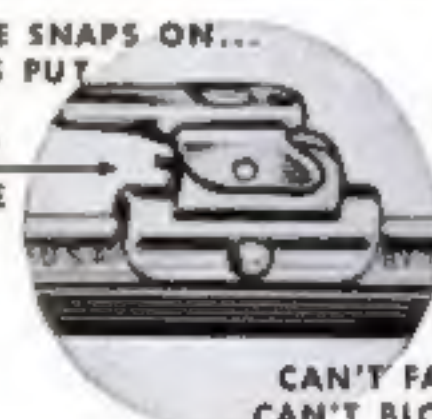
**WE KNOW WHAT WE CAN
'CAUSE WE CAN WHAT WE GROW**



ANCO RAIN-MASTER "Dead-Locker" WINDSHIELD WIPER ARMS and BLADES

BLADE SNAPS ON...
STAYS PUT

FINGER-
TIP
RELEASE



CAN'T FALL OFF
CAN'T BLOW OFF

(A war-born invention—by ANCO—first
for military aircraft—now for your car.)

**DON'T SHOOT YOUR
GAS-PUMP MAN!**

He's doing the best he can. Sure, he knows how dangerous it is for you to drive your car... in stormy weather... with your dull old windshield wipers that smear and smear. He'd gladly put on for you quickly a pair of keen new ANCO RAIN-MASTER Wiper Blades and Arms. He has them—Newest Models! But he forgets to remind you? Too busy? You can't shoot him for that!



PATENTS
MAKE JOBS

After all, it's your car to protect. So you remind him. Get RAIN-MASTERS... patented features... original equipment on many makes of high grade cars and trucks... used in war—on our fighting tanks and trucks and ships and bombers too... because ANCO RAIN-MASTERS clean quicker, clean cleaner... last longer. May save you a costly smashup. Ask for RAIN-MASTER Windshield Wiper Arms and Blades next time you buy gas.

THE ANDERSON COMPANY
Established 1918
GARY, INDIANA

CONTINUED ON PAGE 19

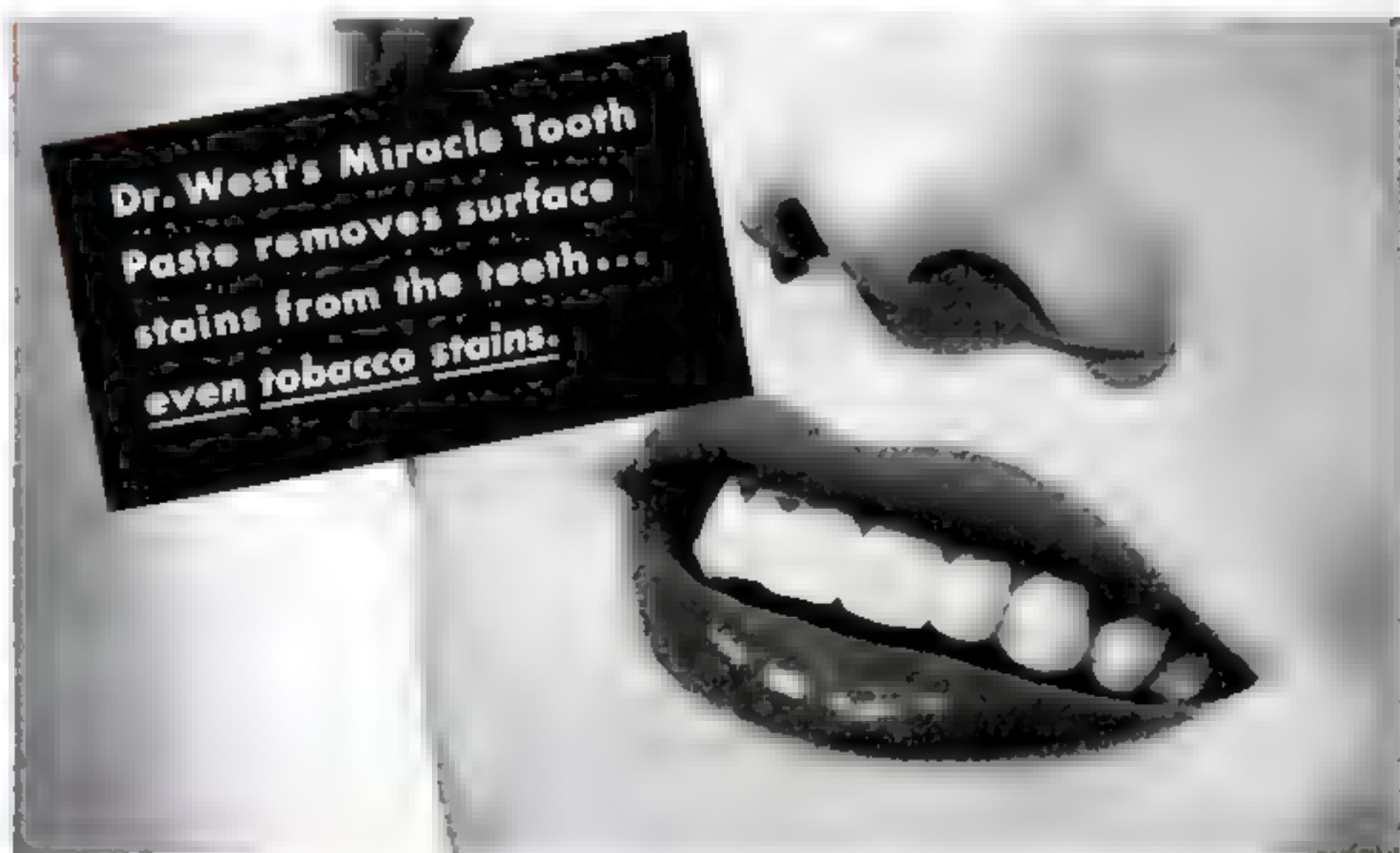
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DISCOVERY BY THE MAKERS
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Dr. West's Miracle Tooth Paste

50c

Almost everything you eat or drink stains your teeth. So, to help restore and keep all their natural sparkle and beauty, use Dr. West's *Miracle Tooth Paste* regularly. This new, different dentifrice incorporates, in an effective paste base, two polishing agents and an amazing liquid cleanser just made available—a combination having remarkable cleansing powers. What's more, you're sure to enjoy its delightfully refreshing flavor. So, for cleaner, brighter teeth, get Dr. West's *Miracle Tooth Paste*!



Dr. West's *Miracle* Tooth Paste

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SURE OF YOUR
PRESENT
DEODORANT?
TEST IT!
THEN TRY **FRESH**.

SEE WHY
MORE WOMEN
ARE SWITCHING
TO **FRESH**
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ANY OTHER
DEODORANT!

Be lovely to love

Make the famous Fresh test. Put your present deodorant under one arm. Put **Fresh**, the new cream deodorant, under the other arm.

See which stops perspiration - prevents odor better.

Fresh contains the most effective perspiration-stopping ingredient known to science. **Fresh** stays smooth...doesn't dry out in the jar.



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LETTERS TO THE EDITORS

CONTINUED

capital, determination for honest hard work and respect for their fellow man.
MARVIN R. HUNT

Macy, Ind.

TIPPING

Three cheers to LIFE (July 15) for its editorial, "Tipping." Let's put the tip back on a 10% basis or get rid of it altogether.

LESLIE BIRCHFIELD
Memphis, Tenn.

Sirs:

... My pet aversion is the guy in the men's room at any night spot or hotel lounge who flicks his whisk broom at



two imaginary bits of dust on my coat and then extends his hand—palm up. Perhaps D.D.T. will prove effective....

CAPTAIN GEORGE BROWN
Fort Dix, N.J.

Sirs:

Great stuff—hit 'em again.

T. C. BENSON
New York, N.Y.

Sirs:

In your editorial on tipping you entirely overlooked its good points. I have worked part time as a waitress for two years while attending university and feel qualified to express my views as a small-time, thin-dime waitress. Nightclub headwaiters, taxi drivers, hat-check girls, etc. do not come into my scope.

To begin with, it is a well-known fact that the meager wages barely pay for essentials. But when we know that tips are the main source of income, naturally we want to work faster, wait on more customers, smile often and do small favors that we would never think of otherwise. . . .

If the management were to pay each girl what she averages now, the customer would only have to make up the difference in higher prices and the service would slow down, for when we work in anticipation of our thin dimes, the job is not too disagreeable.

JOYCE GARNIER
Leamington, Ontario

Sirs:

... Cheap skates!

LIBBIE HEMMINGFORD
Hastings on Hudson, N.Y.

Sirs:

The thin dime is not only considered an inadequate tip, it is even insufficient to buy your magazine.

FRED W. HODSON JR.
Houston, Texas

ANGLO-AMERICAN MISCONDUCT

Sirs:

... Front pages carry the luscious scandal of Norah Carpenter and "Red"

CONTINUED ON PAGE 13

Back IN CIRCULATION



WESTCLOX ELECTRICS



Logan has looks, Westclox dependability, every feature you want in an electric alarm clock. Self starting. Smartly designed.



Dunbar electric will keep your kitchen running on time. A self-starting clock that never needs winding. In red, green, white, or ivory finish.

The finest clocks we've ever made
See Westclox before you buy that electric! Smart, trustworthy alarm and time clocks—models for every room. Spring-wound beauties, too, headed by famous Big Ben. And good looking watches for wrists and pockets.

WESTCLOX, LASALLE - PERJ, ILLINOIS

WESTCLOX
Electrics
MADE BY THE MAKERS OF
BIG BEN

Products of GENERAL TIME Instruments Corp.

S E R V I N G T H R O U G H S C I E N C E



AN IMPROVEMENT IN AIRLINER LUXURY IS HEADED FOR YOUR HOME!



WHEN THE DESIGNER of a modern airliner sets out to achieve passenger comfort...the sky's the limit! That's why so many plane chairs are upholstered with Koylon Foam...product of the wizardry of "U.S." research chemists in rubber. When you sit on Koylon Foam...you're floating on air...buoyed

up on pure air, captured in millions of cells of resilient rubber Latex foam.

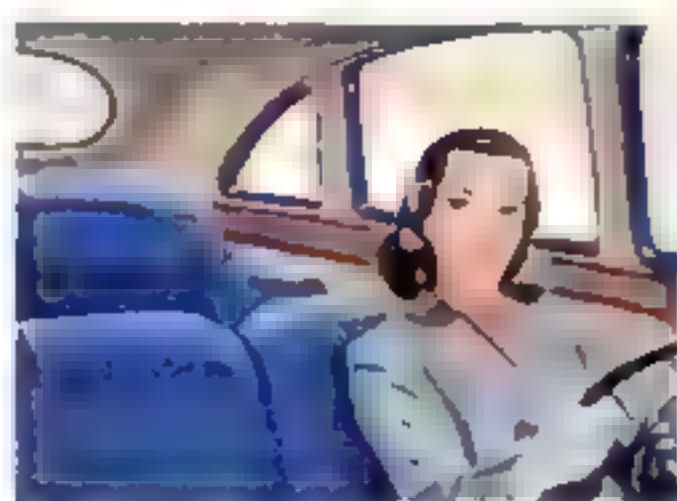
Here's undreamed comfort—engineered comfort—that's as big an improvement over springs and stuffings as they were over the wooden benches of Revolutionary days! You'll find, too, that Koylon Foam is as long on economy as it is on comfort. Actually, it will outlast the stoutest covering you can put on

your chairs or sofa! Eleven years of testing actual wear on leading American airlines have settled that score!

Soon now, you can count Koylon Foam among your "postwar" blessings. If you've been saving up against the day you could buy a new sofa...a pair of fireside chairs...a slumber-inducing mattress...you will be glad you waited for Koylon Foam!



RESPONSIVE to so much as a finger-tip's pressure...Koylon Foam's resilience handles a 300-lb. man with ease! And it's lifetime resilience—no springs to pop... no stuffing to mat or pack down!



NEW CARS feature Koylon Foam seats. Such luxurious comfort cuts fatigue, helps absorb road shocks, dampens vibration. Bus, theatre and restaurant seats are all the better for Koylon Foam!



HOTEL OR HOME, pullman or plane, you'll sleep like a baby on Koylon Foam mattresses! It's cool, too... "air-conditions" itself, circulating fresh air through its millions of resilient latex cells!



UNITED STATES RUBBER COMPANY

ROCKEFELLER CENTER • NEW YORK

Beauty that's more than skin deep... **HERALDS**

A NEW DAY OF BALL-POINT

Effortless **WRITING**



- Ink flow controlled by capillary action
- Writes unfailingly—always
- Will not blot, blur, leak, drip nor spatter
- Interchangeable ink colors
- Long-lasting ink supply in cartridge refills

Here...in the Eberhard Faber No. 1...you have the epitome of ball-point pen perfection. It rolls your thoughts on paper, with an ease and smoothness heretofore undreamed of...reduces writing effort to the vanishing point. A truly sumptuous possession or gift, trustworthy as the time-honored Eberhard Faber reputation for excellence.

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Leadership IN FINE WRITING MATERIALS SINCE 1849

HEADACHE



TAKE FAST-ACTING
BROMO-SELTZER



RELIEF!



At the first sign of a headache, take split-second effervescent Bromo-Seltzer. Bromo-Seltzer works fast in fighting ordinary headaches these three ways:

1. Helps relieve headache pain
2. Helps relieve upset stomach
3. Helps quiet jumpy nerves

—which may combine to cause trouble.

Easy to take: Simply put teaspoonful in a glass and add water. No waiting. Bromo-Seltzer effervesces with split-second action. Tastes pleasant, too. Caution: Use only as directed.



Get Bromo-Seltzer at your drugstore counter or fountain today. Compounded by registered pharmacists. Four convenient home sizes.

For **FAST** headache relief
BROMO-SELTZER

A PRODUCT OF EMERSON DRUG COMPANY SINCE 1887

LETTERS TO THE EDITORS

—CONTINUED—

Thompson and their three living illegitimate children (LIFE, July 15), while in the same issues editors view with alarm the collapse of discipline among our forces in Europe. The first item helps to explain the second. Few men who received the Medal of Honor got such a build-up as did this adulterer.

DANIEL P. SOLON
Toledo, Ohio

Sirs:

Women such as Norah Carpenter were in former years forbidden entry into America. Today the newspapers buy the story of her life and publicize the sordid affair. Phooey.

AYSON M. BACHE
Cortland, N. Y.

FLAGPOLE SITTER

Sirs:

I was amazed to read in the article on the Coshocton, Ohio, flagpole sitter (LIFE, July 15) that your tremendously interesting photographs were shot from a helicopter. I am sure that LIFE's field organization, at least, knows we made a special trip to Coshocton with a Goodyear blimp so your photographer could take aerial pictures unblurred by vibration. . . .

JOHN K. HOUGH
Goodyear Tire and Rubber Co.
Akron, Ohio

● LIFE extends thanks for Goodyear's assistance and apologizes for the error.—ED.

Sirs:

You said that, among other comforts of home, "Mad Marshall" Jacobs had a telephone. Prior to ascending he placed an order for telephone service, but because of the many unfilled orders in our files accepted before his installation was not made stop the flagpole.

P. M. BROWN
Ohio Bell Telephone Co.
Coshocton, Ohio

REFUGEE CHILDREN'S SCHOOL

Sirs:

We have not yet thanked you for publishing your masterful pictures and sympathetic words on our school, Ecole d'Humanité, in LIFE (May 6). Our former friends have used it as an excuse to write us and nearly all of them have commented on the wonderful picture of the bearded teacher, Paulus, and little Christian. Many enclosed little gifts of money and we have had two or three big ones. Two Americans have offered to pay for a scholarship at our school and another has promised to try and interest a benevolent society in our work. Also, a group of our former students has managed to collect \$2,000 for the support of our pupils since the appearance of LIFE's article.

It was very difficult to find a new home for our school but we have been lucky and the money has helped. For a while Paulus and I were chasing all over Switzerland but we finally found three suitable houses and moved the children to them.

EDITH GEHEB
Goldern, Switzerland

● In this case, as in many others, LIFE has been heartened to learn of the spontaneous generosity of its readers toward worthy causes mentioned in these pages.—ED.

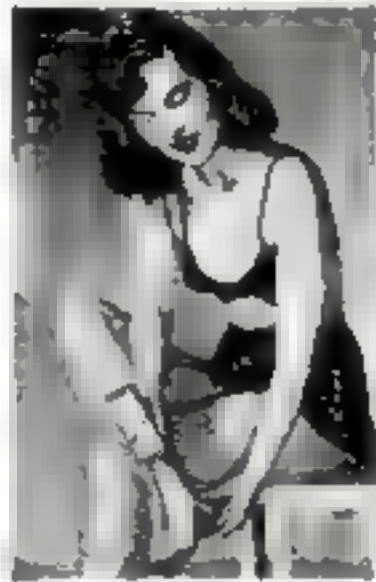


7 OUT
OF 10
HAVE
IT!

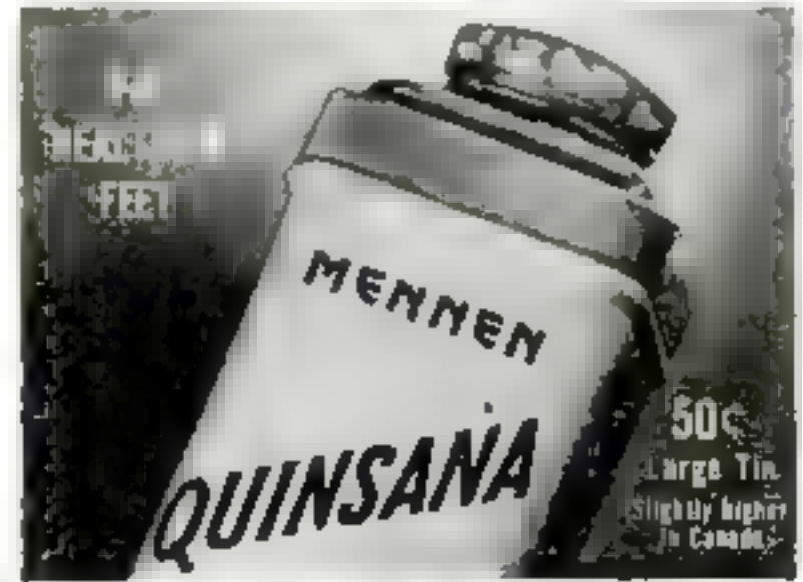
FIGHT A.F. now



BEWARE OF ATHLETE'S FOOT epidemic this summer—the unsightly disease rages at its worst in warm weather! To help prevent and relieve A.F., have entire family use Quinsana fungicidal powder daily.

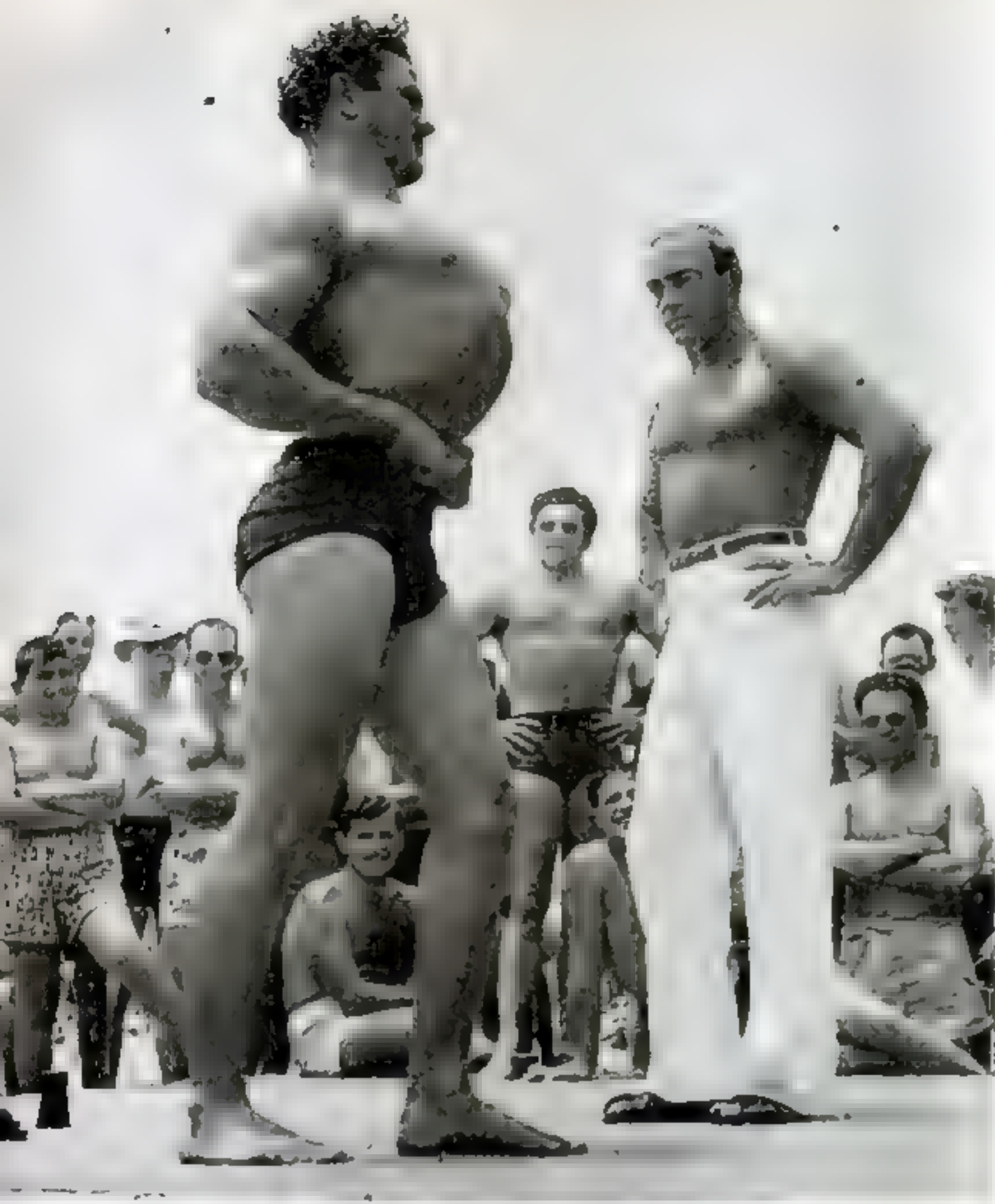


ATHLETE'S FOOT DISAPPEARED among practically all persons using Quinsana (in tests of thousands). Watch for symptoms—cracks, peeling between toes, itching, soggy skin. Mild case may become serious!



USE DAILY 2 WAYS: Shake Quinsana powder on feet and in shoes (absorbs moisture, reduces chances of re-infection from shoes). Recommended by most Chiropractists; great success in the Armed Forces.

EXCELLENT FOR FOOT COMFORT, combats excessive perspiration, foot odor, cooling to hot, tired feet. To fight Athlete's Foot, and help keep feet in best condition, get Quinsana powder now! MENNEN CO., Newark, N.J.



WILL TRUMBO, A WEIGHT LIFTER, TAKES DEEP BREATH

AMATEUR JIMMY GARNER (BELOW) DOES FRONT FLIP



SKINNY SPECTATOR IS BEMUSED

SPEAKING OF PICTURES...

... MUSCLE FLEXERS SHOW OFF WEEKLY AT CALIFORNIA BEACH

Every U.S. beach has its quota of strutting, knotty-muscled athletes, but probably the biggest, bulgiest collection of such exhibitionists appears every Sunday at Santa Monica Beach, Calif. To improve their technique, they spend the whole day ballooning their chests (*upper left*), hoisting bar bells (*upper right*), hurtling through the air (*lower left*) and just flexing their muscles (*lower right*). Male performers often work out in close-hauled trunks of baby blue or pink. Although uninhibited Californians had used the beach for years to display their muscles, it began to be invaded by professionals in 1931 when a Santa Monica high-school athletic coach, impressed with the local show of strength, installed playground equipment. By the time chinning bars, a trapeze, a trampoline and a raised padded stage had been added, all the acrobatic acts in the area were using the strip as a training ground. Now the Santa Monica sands regularly burgeon so profusely with biceps that the entire section is known as Muscle Beach.



MARILYN MORTON TEETERS ON LEG OF VERNON MILLS



STEVE NASTA GRUNTS A BIG BAR BELL TO HIS SHOULDERS. AT NIGHT HE WORKS IN AIRPLANE FACTORY



LESLIE CHARLES MANAGES AN UPSIDE-DOWN GRIN



EVELYN SMITH, MOVIE STUNT GIRL, FLEXES MUSCLES



THE FLORSHEIM SHOE COMPANY • CHICAGO • MAKERS OF FINE SHOES FOR MEN AND WOMEN

SPEAKING OF PICTURES

CONTINUED



HUMAN PYRAMID GOES UP ON PADDED STAGE

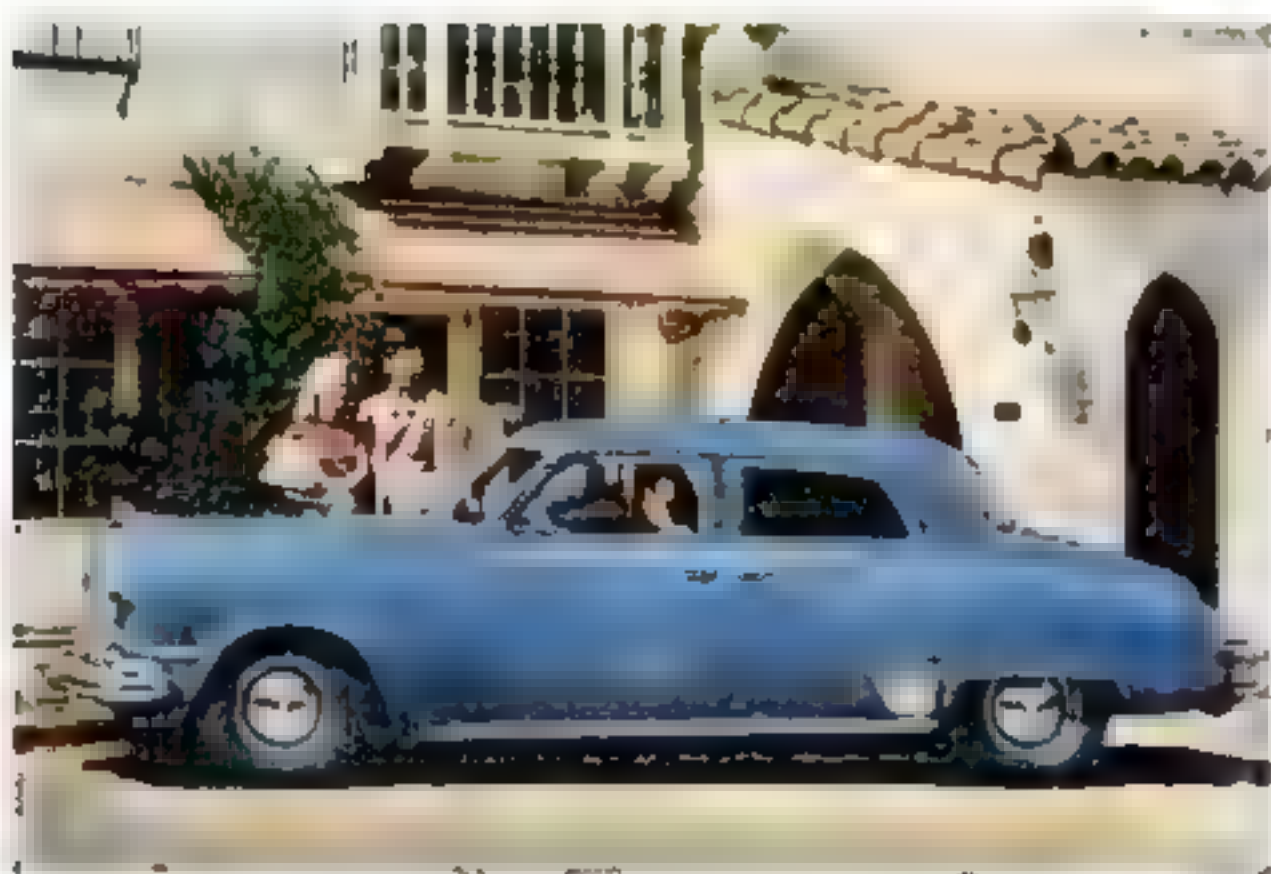


AMATEUR BEVERLY JACKER IS BRIEFLY AIRBORNE



Nothing else like it! Rear windows run clear around! Actual color photograph of new 1947 Studebaker Champion Regal De Luxe 5-passenger coupe.

New and wonderful in riding comfort, too ... the beautiful new 1947 Studebaker



Sweet and low—a melody in metal—this new 1947 Studebaker Commander Regal De Luxe 4-door sedan! One of 23 distinctive postwar Studebaker body styles. You're sure of exceptionally low operating costs, too, thanks to Studebaker's gas-saving engineering and repair-saving craftsmanship.

LIKE millions of Americans, you've undoubtedly pictured yourself proudly driving a dramatically advanced new 1947 Studebaker.

But your biggest thrill comes when you travel a few miles in one—and experience this amazing new automobile's revolutionary ride.

To your surprise and delight, there's an almost uncanny absence of pitch, roll and sway. More marvelous still, even when clicking off the miles on the highway, you are luxuriously relaxed.

This postwar miracle of riding comfort stems from Studebaker's radical new chassis and body design. Seats low to the ground, far forward of the rear axle, combine with new engineer-

ing of the frame, propeller shaft and springs to establish a new standard of car balance, fore and aft as well as side to side.

What's more, self-adjusting brakes, "black light" instrument dials and unique automatic controls make driving a 1947 Studebaker incomparably simple and safe.

Don't delay seeing your nearby Studebaker dealer. He is receiving and selling more and more new 1947 Champions and Commanders every week.

STUDEBAKER
*First by far with a
postwar car*

© The Studebaker Corporation, South Bend 27, Indiana, U. S. A.



Sick-bed Solace

No romping today. No baseball or marbles. Tough, huh? But let's look on the bright side. Today there's a whole circus of toys and Mother's undivided attention.

Why, even your Pacific Sheets are sympathetic. They frost your bed with cool, crisp layers of white—soft and smooth

and soothing. And when, soon, that inquisitive gleam creeps back into your eyes, your Pacific Sheets will take your roughest roughhousing with a smile. They're made the *balanced* way for exquisite comfort and sturdy service at moderate price!

PACIFIC PERCALE • PACIFIC EXTRA-STRENGTH MUSLIN • PACIFIC TRUTH MUSLIN

Made by the makers of Pacific Factag Fabrics—Cottons and Rayons

Pacific Mills, 214 Church Street, New York 13

BALANCED
PACIFIC
SHEETS

LIFE'S REPORTS



GRIM SIGN MARKS DOMAIN OF ARMY AIRWAYS COMMUNICATIONS SYSTEM

TARAWA TODAY

The historic battlefield is a neglected island
by ROBERT SHERROD

TARAWA, GILBERT ISLANDS

As war correspondent for Time and LIFE, the author of this report landed with the Marines on Tarawa on Nov. 21, 1943. His book, Tarawa, appeared in 1944.

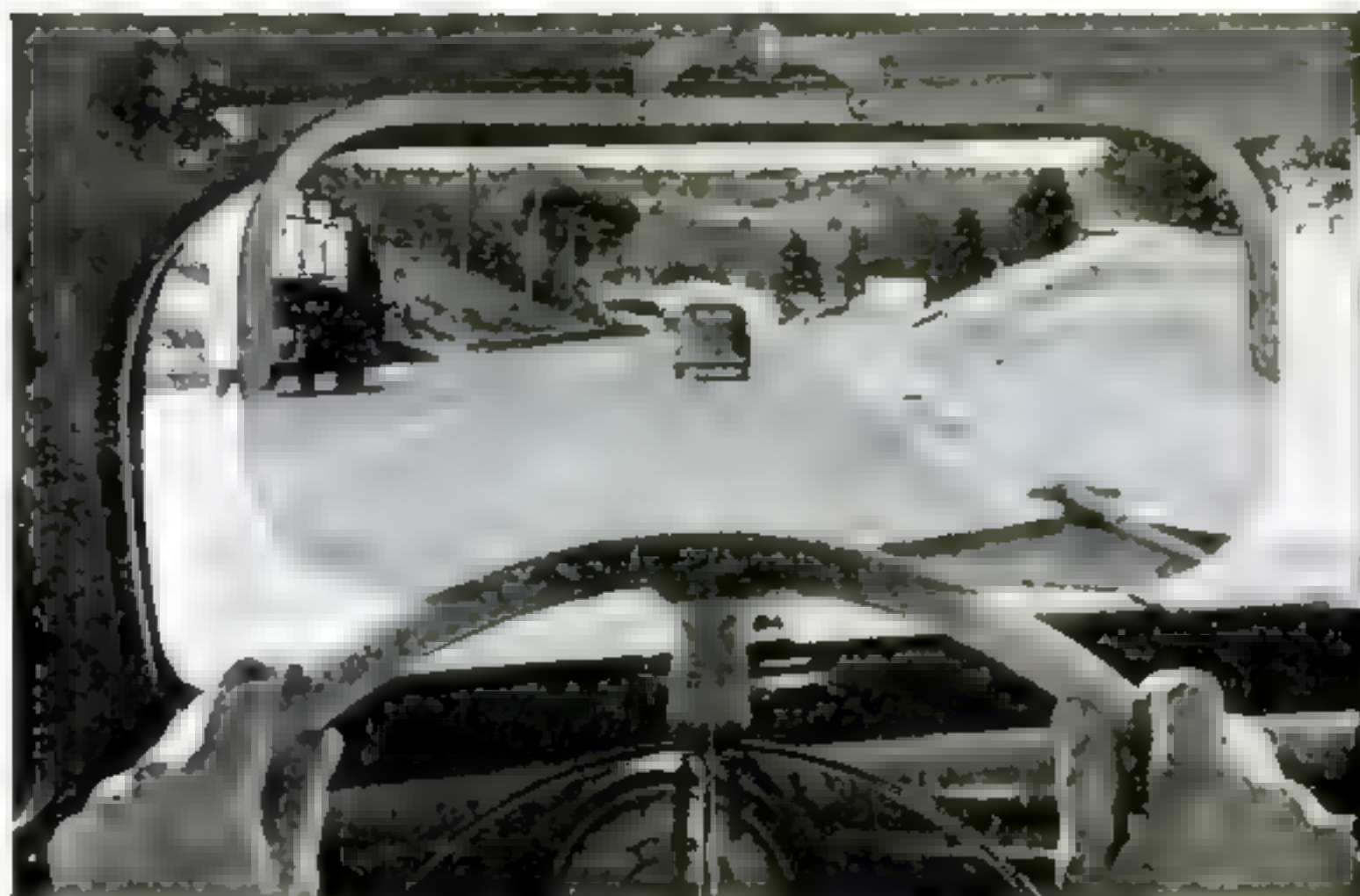
The rush of events, which once swept tiny Tarawa atoll to fame and a place deep in the hearts of Americans, has passed on. Today Tarawa slumbers in the backwash, an isolated map point well off the beaten path of Pacific travel, visited only once a week by an Army C-47 which flies in a meager cargo of mail and movies. The "red beaches," where 1,000 marines died to open the victorious U.S. drive across the Central Pacific, now are mute and peaceful—long stretches of white coral being slowly eaten away by the sea. The horrible chatter of Japanese machine guns and the cries of the dying have faded into dim memories.

Yet the traveler revisiting Tarawa finds grim reminders of those terrible and glorious 76 hours in the autumn of 1943, when the marines walked calmly through the shallows against machine-gun fire from 500 Jap pillboxes and covered bunkers, and when it seemed for a time as if the invasion would surely fail and the lives would have been lost in vain. From the air today, 25 of Tarawa's islands can be seen lush and green against the blue ocean. The 26th, Betio—where the marines landed—is stark, glittering white. The battle cut down most of Betio's thousands of palm trees, and now even freshly planted trees show a reluctance to take root in the shattered soil. Betio is an island of desolation and of unshaded heat.

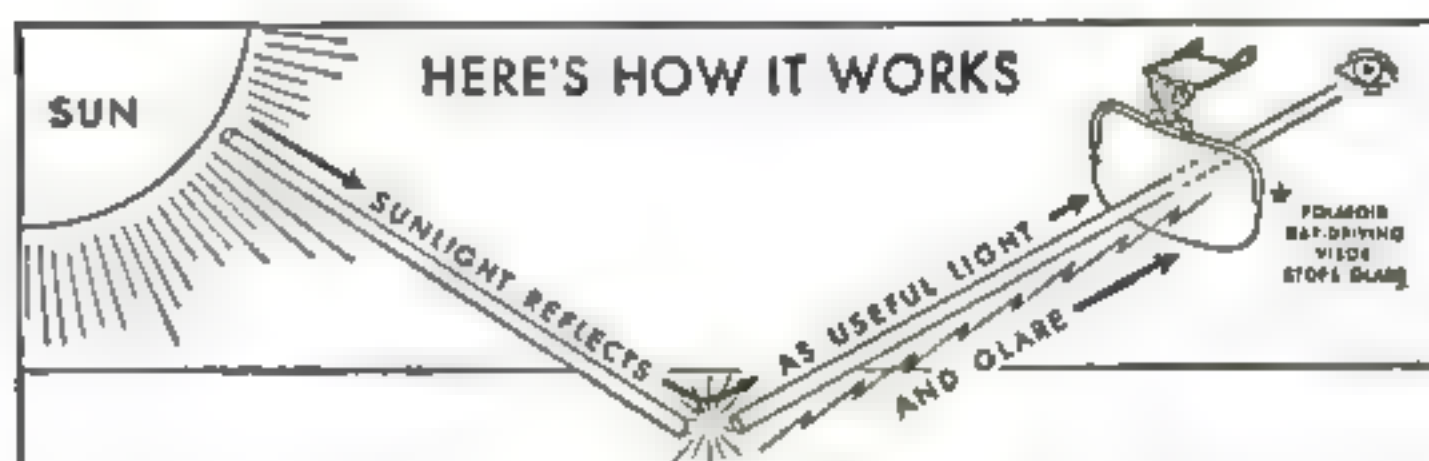
On the edge of the reef still lies the hulk of a Japanese freighter sunk two months before the invasion. To the men who captured Tarawa, this old wreck was a landmark of special significance. It was at that point that our Higgins boats found they could go no farther and the long, slow wade to shore began, through water spattered by Japanese machine-gun fire. I can remember lying on

CONTINUED ON NEXT PAGE

WHY FIGHT
THE SUN?



New POLAROID Day-Driving Visor Stops Sun-Glare



Even on the brightest days, driving can be fun—if you have a Polaroid* Day-Driving Visor. Its glare-control plastic contains millions of light-polarizing molecules per square inch. These absorb the annoying, reflected sun-glare—and permit the soft, useful "seeing" light to pass through. Thus, you get glare-free, unobstructed vision—and safer, more comfortable summer driving.

TRADE MARK REG. U.S. PAT. OFF.



POLAROID

DAY-DRIVING VISOR

See it demonstrated at your dealer's

ONLY \$4.95 HIGHER IN CANADA

If your dealer can't supply you, write to Zinn and McNab, 29 Brookline Ave., Boston 15, Mass., or W. C. Hitt Co., 1147 So. Broadway, Los Angeles 15, California.



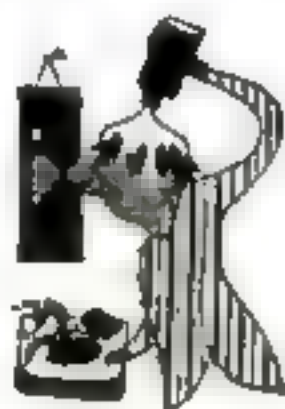
GREAT OUTDOOR MAN:

Loves his exercise but what a beating his poor hair takes from the wind and broiling sun. His hair always looks wild as pampas grass. And combing it with water simply doesn't keep it in place. Kreml is famous to groom dry, wild "sun-baked" hair. Keeps it neat as a pin all day.



Famous to groom Dry, Wild SUN-BAKED HAIR

Makes it easier to comb—keeps it so handsome looking



MAKES GRUESOME MISTAKE:

He realized his tousled, wind-tossed hair looked 'a mess' so he foolishly plastered it down with greasy goo. Girls laughed in his face. If only he were up-to-date and would try Kreml. It keeps hair looking so handsome—never greasy, oily or sticky.



THEN GETS SENSE:

What a difference Kreml makes in his hair! And how gals go for men with attractive, Kreml-groomed hair. Kreml makes hair so much easier to comb. Makes it stay in place looking so neat even on a scorching, windy summer's day. Try Kreml today!

• Ask for Kreml Hair Tonic at your barber shop. Buy a bottle at any drug counter. Use Kreml daily for a cleaner scalp—for better-groomed hair.



KREML Hair Tonic

A product of R. B. Seiler, Inc.

Keeps Hair Better-Groomed Without Looking Greasy—
Relieves Itching of Dry Scalp—Removes Dandruff Flakes



LIFE'S REPORTS CONTINUED

the beach and watching the reinforcements come in, plodding unswervingly from the edge of the reef. I recall marveling that no one turned back, though on all sides men were dropping and disappearing beneath the water. At that time the distance from shore to freighter looked to be about 700 yards. Now, looking at the battered freighter almost three years after that fateful day, the distance seems even greater—perhaps 1,000 yards or more. Seeing that long stretch of water, the big wade seems impossible in retrospect.

Just offshore from a spot where I slept in a foxhole lies a rusted, broken 32-ton tank. When the tide is in, the surf laps high on its steel sides; at low tide it sticks up from the bare white coral flats like a prehistoric monster. It was on these flats that dozens of marines died and lay stretched prone, always groping forward, in one gallant and futile effort to storm the Japs' sea wall.

Scattered along the beach are the skeletons of amphibious tractors. One of them lies jammed against the remains of the sea wall; this, I remember, was the *Worried Mind*, though its name has long since been obliterated and the six dead marines who were in it have been buried. Farther up the beach stand four 3-in. Jap guns—the last of many which once dotted that stubborn and deadly fortification. And all around are bigger weapons—the 8-in. coast defense guns which Navy bombardment and dive bombers knocked out before the landings.

The Japs' coconut-log pillboxes, the cruellest enemy of all, have rotted and washed away. Once they stood at 10- to 15-foot intervals all along the shore line—death traps of green logs covered with sand, harder to breach than concrete, each holding a machine gun. The pillboxes were impervious to offshore shelling; they were captured only when men on foot sought them out with flamethrowers and grenades; now tropical rain and heat have obliterated all traces.

The living are outnumbered

The American population of Betio today is 57 outpost soldiers, two civilian weathermen and a lone sailor who mans the LCT moored at the new concrete pier. In addition there are four British colonial officers, one of whom has brought his wife and daughter to Betio, and the families of 73 native men who work for the troops at the standard wage rate of \$11.46 a month (soon to be increased to \$14 because even Tarawa shows signs of inflation). All live comfortably and unbusily in *fales*, which are frame huts built by now-departed Seabees and thatched by the natives. (While I was on Betio this time I slept soundly in a *fale* close by the spot where I had once spent a night in a foxhole.) Yet the living population, about 400 in all, seems somehow overshadowed and subdued by the ghosts of the 5,000 men—1,000 marines and 4,000 Japs—who died and were buried there, on an island which is only two miles long and never more than a half mile wide. The signs of death are everywhere. A half dozen bleached human bones lie unnoticed on the ground outside the shower in the officers' area. A mess sergeant, planting a young palm outside his door, had dug only a few inches before he found the leg, foot and hip bones of two men.

As the object of a pilgrimage—a battlefield to be revisited in tribute to the men who died there and to a victory which was one of the most costly and inspiring in our military history—Tarawa is a bitter disappointment. The marines who made its history and hallowed its ground either died on the spot or left a few days later, never to return. They have been succeeded by a series of new generations of Army and Navy personnel; in the rapid turnover of population Tarawa's tradition has been forgotten. The soldiers living there now, on a boring and lonely tour of duty amid the relics of battle and the bleached bones, are only dimly aware of what Tarawa once meant to the hopes of man.

A few efforts have been made to do Tarawa's history justice. The Navy has put up markers, like one on a wrecked Jap storehouse which reads: PUT OUT OF ACTION BY A U.S. DESTROYER LYING OFF THE REEF. Other signs credit the battleships *Colorado* and *Tennessee* with bombarding various big guns into silence. But, while all this is true as far as it goes, it signally ignores the decisive role of the thousand dead marines.

The crude crosses put up by the marines to mark the burial places of their fallen comrades were replaced by the Navy with neat white markers, and one Navy commander shifted the crosses in the biggest graveyard to line up with the shore. Now the Army has moved the bodies from 37 scattered burial places to a single cemetery. But all this has resulted in great confusion, especially in the case of the graveyard where the crosses were turned without moving the bodies. Today there are only 533 marked graves on Betio, and of these only 265 are listed as identified. The inevitable erosion, of heroes as well as landmarks, has set in.

THE NEW G-E ELECTRIC SINK

—does the dishes for you—automatically!
—does away with messy garbage-tending!



IS THIS YOU up to your elbows in greasy dishwater, three times a day? Down in the dumps over rough, red "dishpan hands"?

CHEER UP! There's an Automatic Dishwasher in the new G-E Electric Sink. Ask your G-E Retailer about this work-saving wonder.



Load it and you're through . . .

G-E AUTOMATIC DISHWASHER! Just put dishes, glasses, silver into their own separate compartments. Add detergent (not soap), touch a simple control—the Dishwasher does the rest *automatically*! Only the water moves, swirling around safely-racked dishes. You don't wash, rinse, or dry—not even pots or pans!

Small families will use the Dishwasher just once a day—larger ones, only twice. It cleans itself after every session. With cabinet (see sketch) or without, for installation in your own kitchen counter, Complete G-E Sink (Dishwasher and Disposall) 48" wide, 36" high, 25" deep.



IS THIS YOU handling garbage, daily . . . bathing it more each time? Worried about that messy garbage can?

BUT LOOK!—the amazing new G-E Disposall frees you of handling drippy food waste! Ask your G-E Retailer about the G-E Disposall, either by itself or in the Electric Sink.



Ends handling gooey garbage . . .

G-E DISPOSALL! Now, you can call quits to carting kitchen waste out to the back-yard garbage can. Simply scrape all food "leavings" right into the drain of your Disposall-equipped sink. It grates even bones and rinds into tiny particles . . . then flushes away every smitch. (Starts itself when safety twist-top control and cold water are turned on; stops when turned off.)

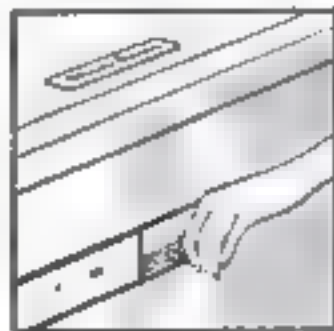
This self-cleaning unit fits practically any sink without major plumbing changes. Can be used with septic tanks of adequate capacity. General Electric Company, Bridgeport 2, Connecticut.



SEE, IT'S AS EASY AS THIS . . .



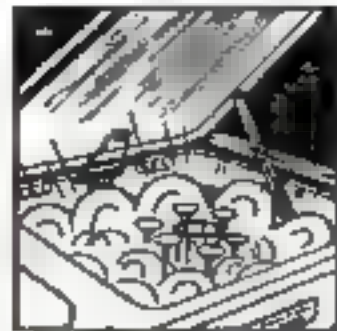
Put dishes into Automatic Dishwasher. Add detergent.



Close cover, touch control. Now, you can leave!



When dishes are sparkling clean, water drains out.

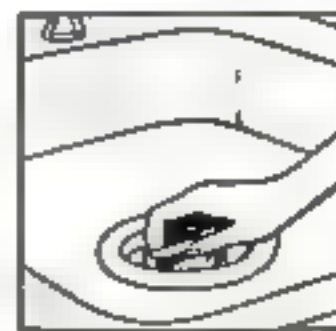


Cover opens automatically. Dishes dry in own heat!

SIMPLY AMAZING—AND SO SIMPLE . . .



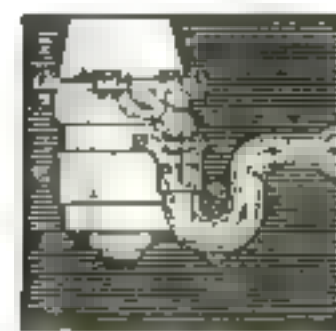
Scrape food waste down drain of the electric Disposall.



Lock cover in "On" position with one twist of the wrist.



Turn on cold water to start Disposall—off to stop it.



Disposall-grated food waste is flushed away.

Planning to build, buy, or remodel your home? Write for new, complete G-E book, "Planning Your Home For Better Living . . . Electrically." Expert guidance in avoiding electrical mistakes. Sixty-four pages in full color—over 150 ideas! Only 25¢. Send today to P.O. Box 7540, Chicago, Ill.



For the Complete Table-to-Shelf Dish Job

G-E DISHWASHER AND DISPOSALL*

*Reg. U. S. Pat. Off.



Whisper
HER NAME!



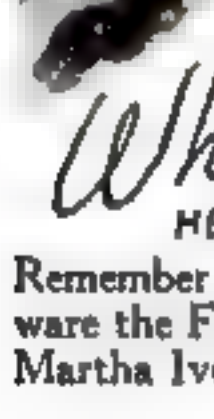
Whisper
HER NAME...

When you think of Martha Ivers remember a night of danger... greed... death!



Whisper
HER NAME...

Martha Ivers is a woman beyond shame... beyond rules... beyond all saving!



Whisper
HER NAME...

Remember it well...and beware the Fate that brings a Martha Ivers into your life!

Barbara Stanwyck
Van Heflin
Elizabeth Scott
in HAL WALLIS' production

"The Strange Love of Martha Ivers"

(whisper her name)

with Kirk Douglas • A Paramount Picture

LIFE

VOL. 21, NO. 8

REG. U.S. PAT. OFF.

AUGUST 5, 1946

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LIFE'S PICTURES

LIFE Writer Richard Lauterbach has been in the Soviet Union twice before, the last time as Time-LIFE correspondent in Moscow during the war. Returning from Japan and China, he received a transit visa to cross Russia. A Soviet customs official assured him he could take pictures, so Lauterbach proceeded to do so from Vladivostok to Moscow. In difficulties with local authorities a few times, he argued himself out again without much trouble.

The following list, page by page, shows the sources from which each picture in this issue was gathered. Where a single page is indebted to several sources, credit is recorded picture by picture (left to right, top to bottom) and line by line (lines separated by dashes) unless otherwise specified.

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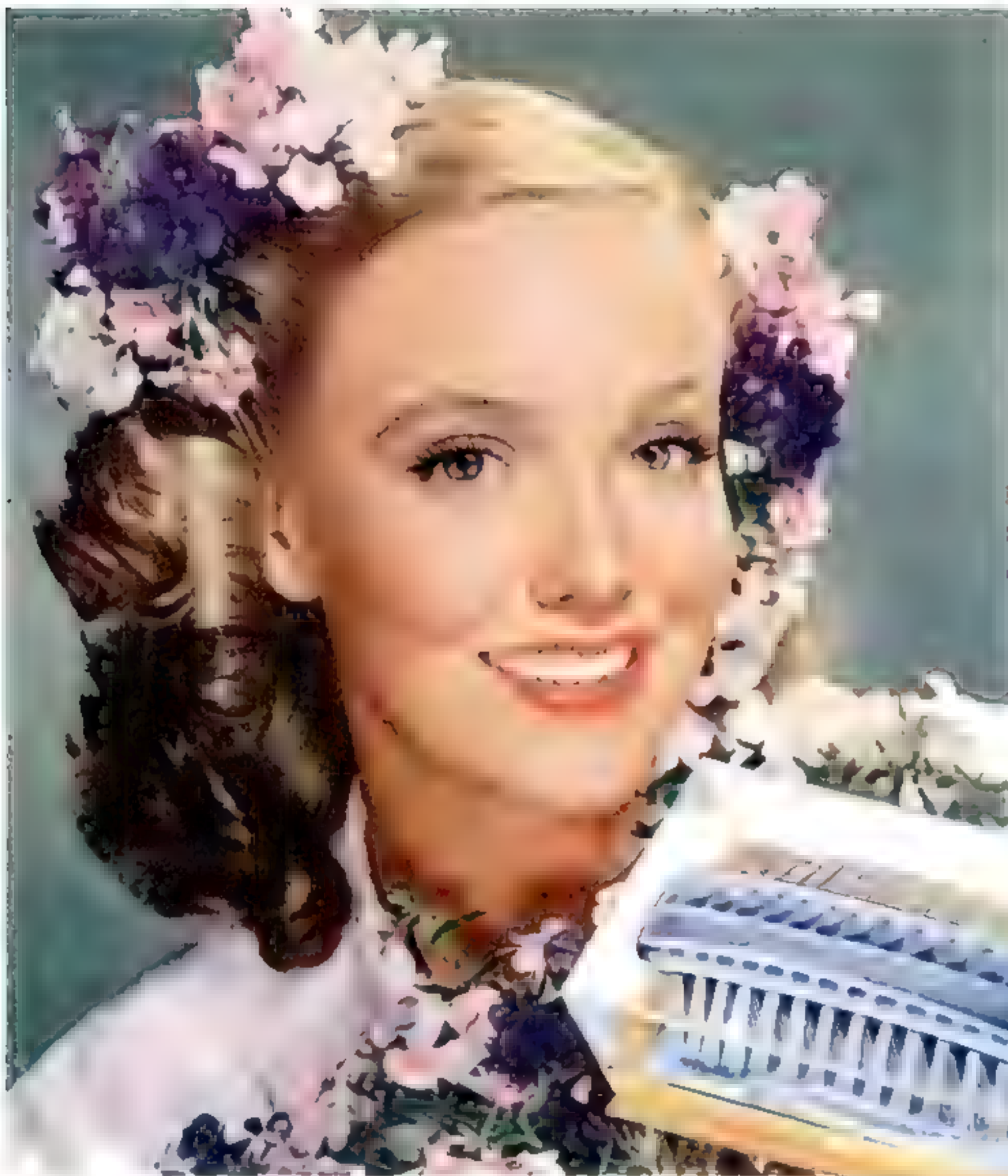
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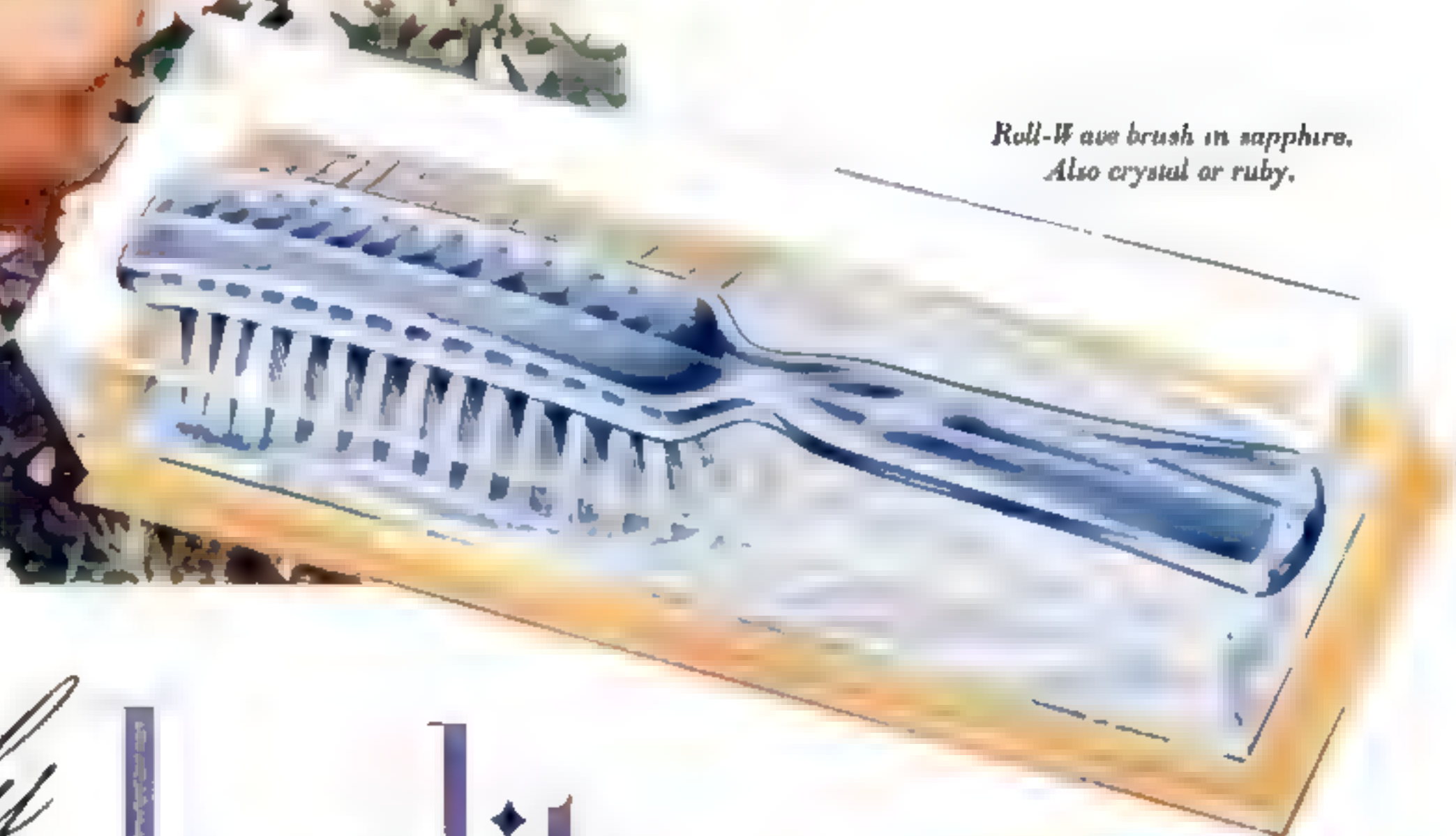
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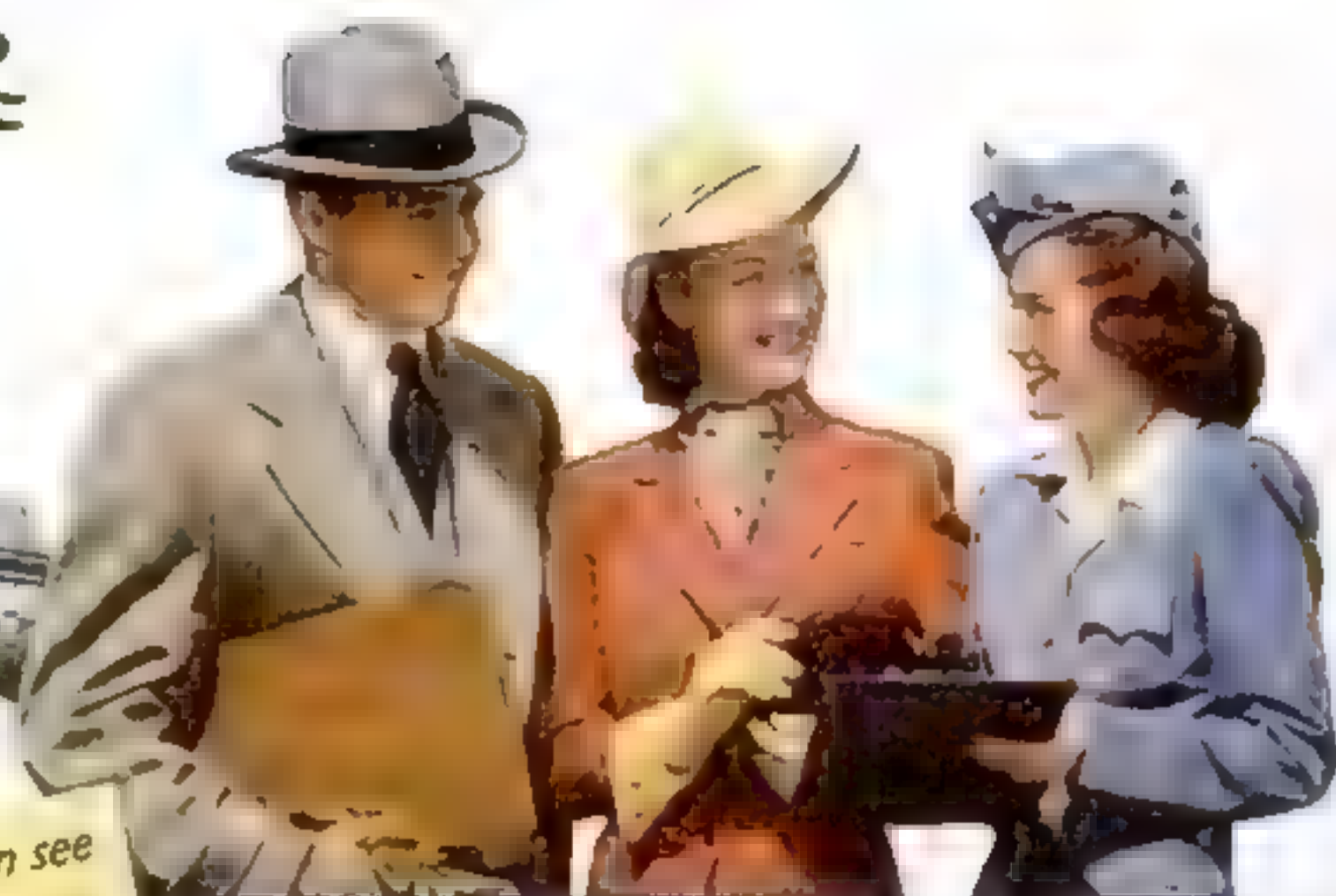
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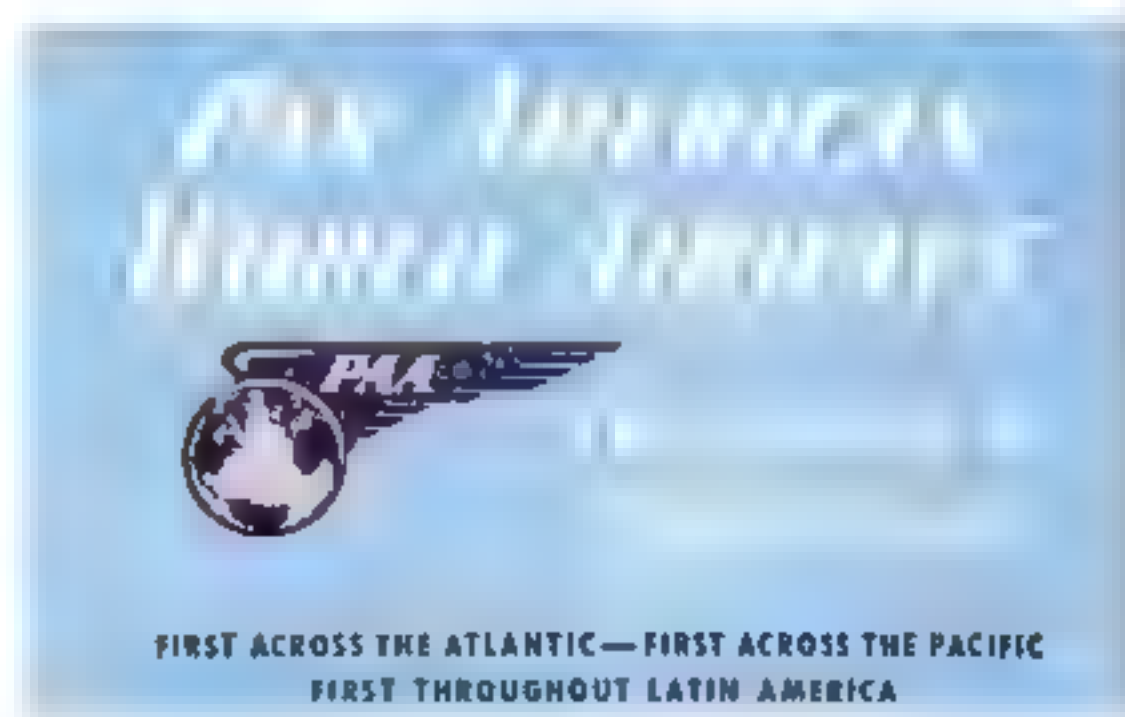


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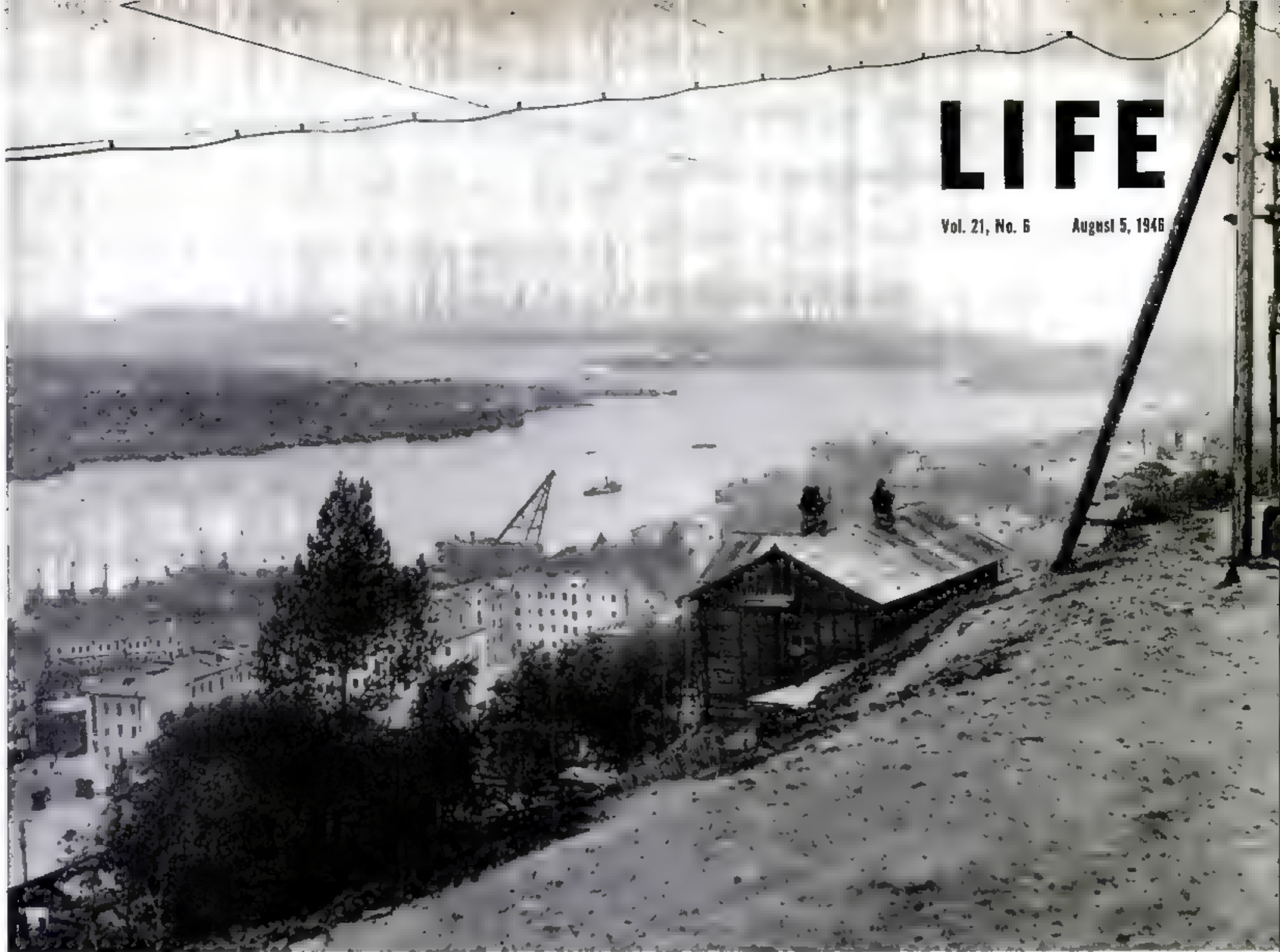
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VLADIVOSTOK'S ALL-WEATHER LANDLOCKED HARBOR, THE GOLDEN HORN, IS ANCHORAGE FOR SHIPS OF ALL SIZES. IT IS FOUR MILES LONG AND A MILE WIDE

ACROSS THE TRANS-SIBERIAN RAILROAD

by RICHARD E. LAUTERBACH

LIFE Writer Richard E. Lauterbach last month traveled across Siberia taking pictures. He is the first correspondent to make this trip since before the war and the first to make a photographic report in even longer. His account follows.

The Trans-Siberian express leaves Vladivostok for Moscow every Monday, Wednesday and Friday. Twelve days and more than 250 stops later it finally arrives exactly on time at the Soviet capital after the world's longest continuous train run. This 5,800-mile line is the metal belt which binds

European Russia and the Urals to the still undeveloped reaches of the Soviet Far East. The final link from Chelyabinsk to Vladivostok was built more than 40 years ago by prisoners of the tsar when his empire was threatened by the Japanese. Less than 10 years ago the Trans-Siberian was double-tracked by prisoners of the Kremlin when Stalin foresaw another war with the Japanese.

The Soviet Far East is still a vast, relatively unsettled frontier stubbled with taiga (forest land) as far as the eye can see. The area is rich with unharnessed power, unmined gold and coal, un-

charted rivers. Clothing is ragged and shoes are still a rarity among the peasants. But food and jobs seem plentiful and many men demobilized from the Far Eastern Army are settling in the booming Siberian cities.

During the long, long ride the Russians looked lovingly at their country and spoke proudly of its future and its power. At night they gulped their vodka and talked chiefly about the atomic bomb, the possibility of war with America, the weather, Winston Churchill and the length of the journey. They said they didn't like any of these things.



TRANS-SIBERIAN RAILROAD covers one quarter of the earth's circumference. Before the war the quick-

est but most vulnerable route between Vladivostok and Moscow cut across Japanese-held Manchuria. In 1938

the Soviets double-tracked the far eastern section from Lake Baikal to Khabarovsk, making it an all-Siberian line.



TWO NEW SOVIET CRUISERS, built secretly at the great Siberian shipyards at Komsomolsk, lie at anchor in Golden Horn. They are 8,000 tons each with 7.1 in. guns.



SOVIET TRANSPORT is about to sail from Vladivostok carrying Russian families with cattle to colonize the southern half of Sakhalin Island, won from Japan in the war.



HOUSING DEVELOPMENT on Kalinin Street in Vladivostok is reserved for naval officers and their families. Russians are proud of these new noncollectivized individual

cottages built mostly with wood piled from captured Jap crates. The project will have grass, trees and outhouses. Some families have moved in although the homes are unfurnished.



STALIN FIVE-YEAR PLAN is advertised on Vladivostok's main street. This graph depicts increase in shoes.



ONLY CHURCH in Vladivostok area is in this building opened at Easter, 1944. It is always overcrowded.



MOVIE THEATER on Lenin Street is Vladivostok's finest. The picture is the Hollywood-made *Great Waltz*.



AMERICAN BARRACKS outside Vladivostok are now used for a Red Army infantry school. These solid brick buildings were constructed when U.S. troops under Brig.

General William S. Graves were sent to Siberia in 1918 during the Russian civil war to help beat the Bolsheviks. Americans claim the barracks are still the city's finest buildings.



CONCENTRATION CAMP at Second River near Vladivostok is, according to local American observers, crowded with political prisoners and exiles. No Soviet official would

affirm or deny this claim for me. Elsewhere in eastern Siberia I saw prisoners of war living in similar barbed-wire encampments and working along the railroad under guard.



BATHING BEACH on bay near Vladivostok is popular with Red Fleet men and their girls. They wear bathing suits for swimming but change into them more or less openly.



DANCING PAVILION at the beach features American jazz. Sailors (left) dance together although this is not permitted by authorities at the only Vladivostok nightclub.



KHABAROVSK STATION is first major stop on the journey. Sign at upper right indicates where passengers can fill canteens or samovars with boiling water to make tea.



AT STATIONS NEARLY EVERYONE GETS OFF FOR SOME EXERCISE EXCEPT THOSE

TRAIN TRAVEL IN SIBERIA IS STILL A

Although the Trans-Siberian performed miracles shuttling men and supplies to the Far East last summer, it cannot now begin to accommodate all those who want to travel on it. The demand for tickets from military men, party functionaries and factory workers going on their first vacations in five years exceeds the supply. And even in a planned society nothing can be done until more engines and cars are built or bought. My train, "Number 5," was an old one. It consisted of a locomotive and 10 cars: a mail car, restaurant, one International sleeping car, four "hard" cars (without bedding), two regular "soft" cars (with bedding)



RIDING ON THE ROOF OF THE TRAIN WHO ARE AFRAID TO LOSE THEIR PLACES

LUXURY AND A HARDSHIP FOR RUSSIANS

and one special car for mothers with small children. Every car was crowded, inside and out. One young boy, standing on the roof of my car, was looking the wrong way when we went under a low bridge. The train was stopped, a doctor summoned, the bloody body examined. After consultation between the chief engineer and the doctor, a woman, the dead body was left on the roadbed between two tracks. The younger of two porters in my car (he wore four medals and one order for valor) almost missed the train. He ran into the bordering field, scooped up a handful of wildflowers and placed them reverently on the dead boy's breast.



PASSENGERS LIVE outside the Khabarovsk station. Some have arrived and cannot find rooms. Others want to leave for the west and have been waiting weeks for tickets.



DINING ROOMS for military men are maintained at most railroad stations so that soldiers, sailors and demobilized men can eat adequate hot meals for very moderate prices.



DEMOBILIZED SOLDIERS travel home from Western Front in boxcars. Slogans painted on this troop train proclaimed: "Glory to our great nation—nation victorious!"



SIBERIAN VILLAGE of Zlovno, located between Chita and Lake Baikal, is typical of the frontierlike settlements which cluster around the railroad line in the Far East. The roads are unpaved, the wooden houses unpainted, the peoples' lives pretty dreary either by American or western Soviet standards. The little market place in the foreground is

close enough to the railroad station so that passengers are able to buy sour milk, fish, fowl, vegetables, nuts and berries for reasonable prices. The train boasted a restaurant car but a meal in it, consisting of caviar, steak, vegetable, potatoes and a bottle of vodka, cost \$60 for two. The only regular customers were demobilized officers who had received



their back pay in a lump sum. The other travelers, who had brought along supplies of sausage, bread and sardines from Vladivostok, bought the rest of their food from the villagers. The villagers in turn crowded onto the restaurant car with their accumulated savings to buy the luxuries which they evidently never got in their local stores. At

some stations two blonde waitresses in white jackets got off the dining car to sell little pieces of chocolate for five rubles. The same girls walked through the train selling soup and compote at odd hours. The Soviet government is well pleased with this arrangement, which constitutes a kind of legal black market draining off excess purchasing power.



TRAIN FLIRT was this friendly, buxom postmistress from Vladivostok. She wanted me to take her picture but was angry when I snapped it while she held scallions in her hand. The old sleeping-car porter (right) was amused.



SENTINEL is posted in wooden shack across the street from U.S. Consulate (behind camera) in Vladivostok, keeping tabs on everybody. He watches day and night and telephones his information to security-police headquarters.



PEASANT WOMAN at Siberian station sold me some hard-boiled eggs for four rubles apiece. During the war I had to pay three times as much. The woman told me that she loved Americans but hated Winston Churchill.



LAKE BAIKAL FISHERMAN was just poling out from the rocky shore in his boat when our train stopped at Baikal station at dawn. His young sister was selling his previous day's catch of whitefish to the train passengers.



DEMobilized FLIER, traveling in the vestibule of my car, had a ticket for a first-class berth. But he was in such a hurry to get home and get married that he hopped on the train without a berth. He is an artist by profession.



TWO HOUSEWIVES discuss the weather, the bread rations and the slow return of consumer goods. This picture was taken at a station in Birobidjan, the Jewish autonomous region in far eastern Siberia, founded in 1925.



MY ROOMMATE on the trip, Michael F. Ageev, is deputy Soviet trade representative in China and a very likable companion. We talked Russian for a day before he revealed that his English was far better than my Russian.



A LITTLE BOY, bored with waiting for his train, plays boats with a stick in a puddle on the concrete platform at Novosibirsk. This city has the largest and finest station in the U.S.S.R. and Russians are very proud of it.



AMERICAN COLONY in Vladivostok posed for picture in front of consulate. Left to right: (standing) Lieut. Commander Ryan, two secretaries, Vice Consul Smith; (sitting) Commander Roullard, Chief Petty Officer Grayson.



RED ARMY GENERAL DRESSED IN JAPANESE SILK PAJAMAS STANDS ON STEPS OF INTERNATIONAL CAR. GENERAL WORE SAME PAJAMAS DAY AND NIGHT ON WHOLE TRIP.

THE RUSSIANS STILL LIKE AMERICANS, BUT THEY ARE BECOMING LESS FRIENDLY

On the journey across Siberia I talked freely to more average Soviet citizens than a foreign correspondent meets in Moscow in a year. Some of them are pictured on these pages. I found the Russians definitely not so friendly toward America as in 1944. Many are bewildered by reading in the Soviet press that a sudden twist of history has turned America and England, wartime allies, into potential if not actual enemies. After a few days my companions, out

of boredom, began to discuss politics with me. I gathered that there was considerable grumbling because armament production had not been turned into consumer production fast enough. But Churchill's Fulton speech, printed to them with editorial comment, ended the complaining, helped convince even non-Marxists that the party leadership was correct and that the socialist motherland must maintain its armed might against capitalist encirclement.



HOUSING BOOM in crowded Moscow is reflected by work on this apartment house, which had seven stories built before the war and is now being finished with two more.



WORKERS' APARTMENT, half-finished in 1941, is rushed to completion to meet Moscow's housing shortage heightened by doubling of city's population during the war.



HOUSING PROJECT, abandoned in 1941, is now almost ready for occupancy. Moscow has rent control but some tenants have been forced to pay bribes to get apartments.



NEW DEVELOPMENT along banks of Moscow River will make this section one of city's best by 1951. Similar apartments have already been built for Red Army generals.



GOVERNMENT BUILDINGS, such as the white Council of Ministers structure (background), are being renovated. Building with scaffolding is scene of treason trials.



PALACE OF SOVIETS, planned since 1931 as the world's tallest edifice, is still nothing more than a big gaping hole in the middle of Moscow with a board fence around it.



MOSCOW'S BIGGEST JAIL, the Lubyanka, at the top of Teatralny Proyezd, has a brand-new postwar wing, still under scaffolding. The old building housed Russia, the

largest Tsarist insurance company, until requisitioned by the *Cheka* (secret police), in 1917. Famed as the prison for political prisoners, the Lubyanka also held petty thieves.

THE VETERANS

43% OF U.S. ADULT MALES WILL BE VETERANS. THEY NEED REHABILITATION, NOT PENSION GRABS

Since U.S. demobilization began, nearly 13,000,000 of the country's youngest and best men and women have been transfused back into the national life stream. If the effect of reintegration has not been quite so "atomic" as some alarmists had predicted, remember that it is only delayed action. The nation faces an unprecedented situation. We must act decisively to make certain the effects are tonic, not toxic. We must not only rehabilitate veterans, we must also reverse America's historic veterans' policy of "too much, too late . . . to the wrong persons."

The Pattern

For the moment, veterans are preoccupied with personal problems. They are either back home with the folks or doubled up with mother-in-law while stalking a place to live. They are getting married or divorced. They are becoming parents or getting acquainted with kids left behind. They are going to school, are back at the old job, looking for a better one or trying to adjust to an economic reality that, like the pin-up girls, looked better in the pictures. Each is making that peculiar adjustment necessary when returning from the impersonal submergence of Government Issue into the individualistic catch-as-catch-can of American civilian life.

However, if history is any guide, today's veterans will make their adjustments quickly. Your veteran soon will be not only neck-deep in all sorts of politics and running with the ball in business, but will—and this is the point of our concern—follow the trail well blazed by his father, grandfather and great-grandfather in making Uncle Sam pay dearly, and long, for his wars.

It is an amazing story, this chronicle of what succeeding waves of veterans have chiseled out for themselves. Washington sent his veterans home during June 1783. There was scant money with which to pay them off; a few even tried to march on Congress for just compensation, but the majority dispersed, "the jest of Tories and the scorn of Whigs." In the years that followed, however, under pressure of the veterans of the Revolution and those of the War of 1812 who were eager to establish a generous precedent toward old soldiers, America began to make amends. In 1906, Esther S. Damon of Plymouth Union, Vt. passed on. She was the last widow of a veteran of the Revolutionary War, and she drew a pension to the day of her death. She had been born 33 years after the surrender of Cornwallis. In 1911, the last child of a veteran of Washington's Army died, and then, 128 years after the end of the war, the books were closed. When the total expenditure for pensions was added up it came to \$70,000,000.

It may surprise some to learn that just this spring the U.S. stopped paying its last pension for the War of 1812. The recipient was Esther Ann Hill Morgan of Independence, Ore., daughter of Private John Hill of Clark's and McCumber's Companies, New York Militia. She was born 42 years after the war ended! She received

\$20 a month until her death. More than \$46,000,000 has been paid out in the last 131 years to close the pension books on that war.

The Mexican War ended 98 years ago. The U.S. is still paying pensions to some 50 dependents of veterans of that war. In 1945 the cost was more than \$31,000. Total to date: over \$61,000,000.

After the Civil War, the Grand Army of the Republic teamed up with the Grand Old Party in a trade of tariffs for pensions. One result is that the Civil War has been our costliest to date in pensions, more than \$8 billion. There are still 154 veterans and some 21,000 dependents on the roll, which cost almost \$12,000,000 in 1945. The South was not immune to veterans' pressures. One of the principal purposes of the original Ku-Klux Klan was "to relieve the injured and oppressed, especially the widows and orphans of ex-Confederate soldiers." Southern States have been paying Confederate pensions out of their local treasuries for two generations.

The Indian Wars, which extended over a number of years and were not officially closed until 1898, still have 971 veterans on the pension rolls and 2,400-odd dependents of veterans. To date, they have received just short of \$100,000,000, and that does not include the value of land bounties awarded the doughty Indian fighters.

The Spanish-American War ended nearly 50 years ago. Some 121,572 veterans receive pensions and so do 73,000 dependents of deceased veterans. Total expenditure to date: \$2,276,470,624. In 1938 pensions were liberalized to cover all who served more than 90 days.

World War I, now 28 years in history, leaves us with 419,992 veterans drawing monthly benefits and more than 200,000 dependents of deceased veterans. Total thus far: \$5,701,747,866.

These figures do not take into account money spent through the years on hospitalization, administrative and rehabilitation costs and the like. The Veterans Administration places the total benefits cost for all wars at upwards of \$30 billion.

What's Coming?

It is taken for granted that such costs for World War II will dwarf all past figures. More men were mobilized than ever before, more in fact than in all previous wars combined. One out of every four World War II veterans has applied for a pension; 1,520,476 veterans' pensions have been granted at latest report, with 180,938 more for dependents. Total paid to date: \$694,603,379.

The Veterans Administration budget this year is \$5 billion, and it is almost certain to become the largest governmental agency. Omar B. Ketchum, legislative agent for the Veterans of Foreign Wars, has guessed that World War II pensions will run to a conservative \$50 billion before they are through. The variables in such a figure not only include the apparent longevity of veterans, their fecundity and their propensity when reaching venerable years for taking child brides, but also include the future political effectiveness of veterans' organiza-

tions and whatever national economic troubles come along to spur demands.

Already there is very flabby Congressional resistance to such a measure as was debated last week, a proposal to pay enlisted veterans for earned but unused leaves, as has been done with officers. It will cost at least \$2½ billion. Senator Ball (R., Minn.) had the courage to remark: "If that is the direction down which the great and powerful veterans' organizations are going to travel and take their millions of members in the next few years, then God help the United States of America."

Edith Nourse Rogers, Republican Congresswoman from Massachusetts, has introduced a bill that would provide an automobile or \$1,500 cash to every veteran amputee. This is the sort of thing that touches the heart, yet cold analysis suggests there are other things amputees might need more. One of them suggested "a prosthetic appliance that would fit and work and which would be delivered in something less than a year." It is possible that a few of the country's 16,000 World War II amputees, living in the country, or where they can park, or engaged in special trades, require a car; but by and large the Rogers proposal is a glamour item, a "kiss off."

The True Need

Veterans do not need these grab bags of poorly thought-out gratuities. They need genuine rehabilitation, to be trained and helped into good jobs and into stations in society where they do not need pensions. Except in cases of extreme disability, pensions are really confessions of failure.

All this is plain enough today. Pensions are paid according to disability, and the general philosophy of the GI Bill of Rights, which is to cost \$10 to \$15 billion, is toward rehabilitation. On the whole, it is working out in that direction, although apparently there are enough loopholes to define dancing schools as "educational."

What we must be on the alert for are bonus raids and loose pensioning of the historic U.S. variety. It is not too much to hope that we can turn a new leaf. For today we face an entirely new situation. Veterans should no longer be an avaricious minority in the body politic. There are too many of them. The Veterans Administration computes that 43% of the adult males of the country are now veterans or still serving. Nearly a third are veterans of World War II or still in uniform.

Citizens First

Given this situation, the need for a sharp upturn in the responsibility of veterans and their organizations is apparent. Veterans may soon be in the driver's seat, but they will also be paying for the gas and oil. The American Veterans Committee has the right slogan: "Citizens first, veterans second." That is the attitude all veterans must adopt if they are to avoid damaging from within what they fought so hard to preserve from without.



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PEOPLE

JANE RUSSELL displayed a plumper-than-usual figure last week in a publicity trip to Washington during which Senate Majority Leader Alben Barkley meticulously pinned a large orchid corsage on her famous bosom. The orchid, said Miss Russell's press agents, is a *Cattleya Gaskelliana*, one of the few that smell. Miss Russell also shook hands with House Speaker Sam Rayburn (who allowed no photographs), autographed a dollar bill for another congressman, politely declined another's insistent invitation for a fishing date in Minnesota. Then she visited the patients at Walter Reed Hospital, slipped into a bathing suit and let the boys dunk her in the pool. She said that Washington was interesting but that she was sleepy.



THE LATE MARTIN LUOTTO, who formerly starred in a circus freak act as "The World's Heaviest Man," last week starred in a freakish funeral. His 720-pound remains required a special coffin which was too large for the funeral-parlor door or the hearse. There were 12 pallbearers.



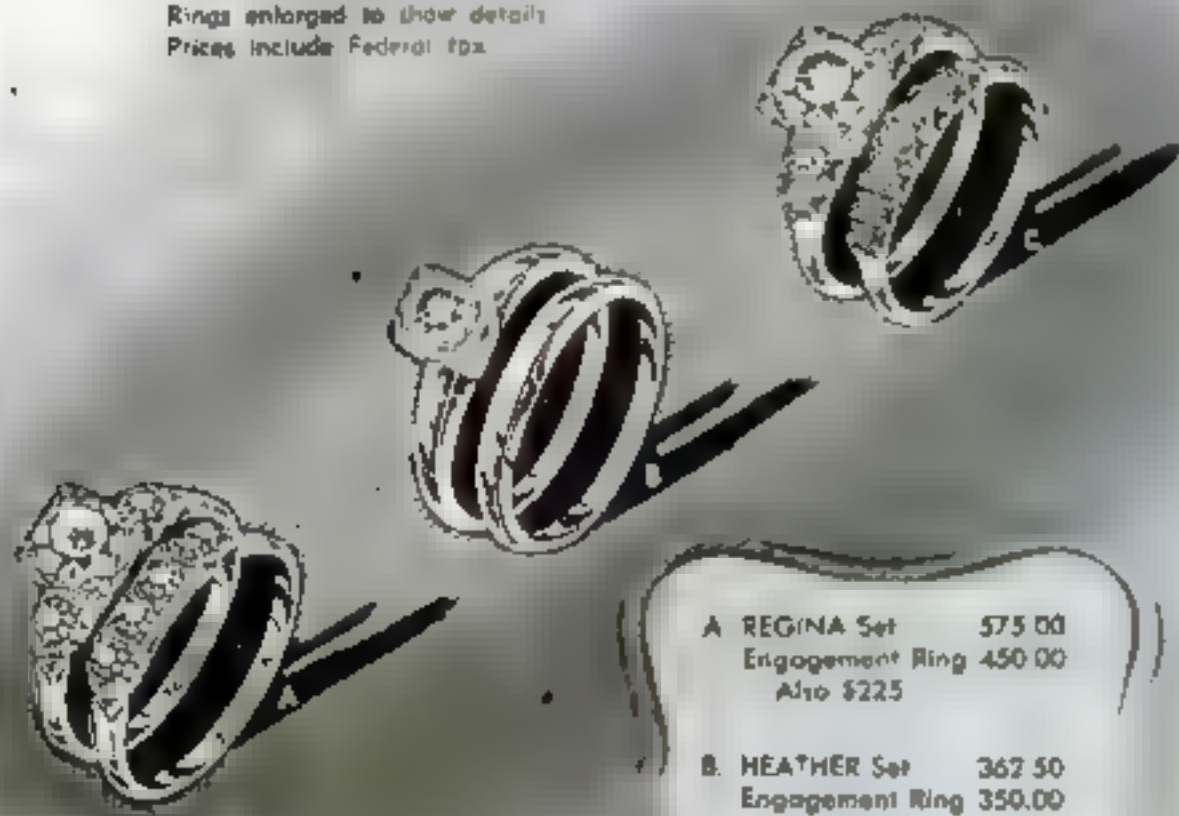
POLICE LIEUT. CHARLES WITHERITE, invoking an old Detroit ordinance, had his cops arrest men who ogled girls. He was promptly accosted by Ann Evans (left) and Dorothy Mahon, who stormed into the station house to protest against an ancient restriction on 20th Century flattery.

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BECAUSE it is destined to be the symbol of the love you share, your Keepsake meets the high standards of color, cut and clarity which have distinguished genuine registered Keepsake Diamonds through six decades. Your purchase is protected by the Keepsake Certificate of Guarantee and Registration. Better jewelers are Keepsake jewelers. Prices range from \$100 to \$500.

All rings illustrated available in white as well as natural gold. Rings enlarged to show details. Prices include Federal tax.



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| A. REGINA Set | \$75.00 |
| Engagement Ring | \$450.00 |
| Also | \$225 |
| B. HEATHER Set | \$362.50 |
| Engagement Ring | \$350.00 |
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| Engagement Ring | \$675.00 |
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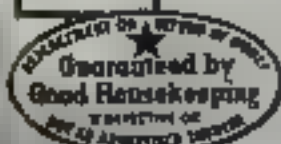
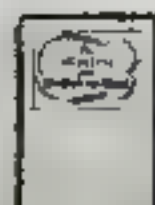
KEEPSAKE DIAMOND RINGS, A. H. Pond Co., Inc.
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Please send the useful 20 page book, "The Etiquette of the Engagement and Wedding" a complete guide to social correctness in planning the betrothal and wedding events with illustrations and prices of Keepsake Rings and the name of the nearest Keepsake Jeweler. I enclose 10c to cover mailing.

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GODFREY TEARLE, who was born in New York but made his acting career in England, returned to U.S. In M-G-M's movie about the atomic bomb, to be called *The Beginning or the End*, he will play the famous man he most resembles—Franklin D. Roosevelt.



WINSTON CHURCHILL, fulfilling a four-year-old promise, journeyed to French town of Metz for observance of Bastille Day. At a wine-laden banquet table he sat through patriotic speeches, tried one himself in French, floundered, finished gamely in English.

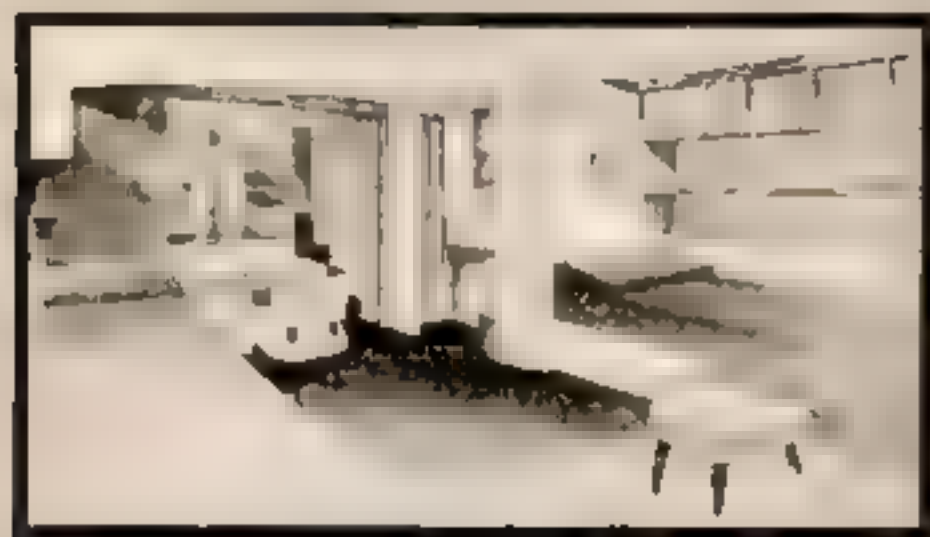
CONTINUED ON PAGE 42

In the classic "sea-boat" tradition



**Streamsheer is a trade mark.*

The Wheeler 46' Double Cabin Fly Bridge Cruiser



The spacious, full-width owner's stateroom, aft, provides two full-sized single beds, large closet, bureau, storage drawers and desk, compares in luxury to a pent-house bedroom ashore. To show the complete arrangement of owner's bathroom with shower, and access from owner's stateroom to living-room salon, doors are not shown in illustration.

In its extraordinary resources of spaciousness and luxurious living accommodations, the Wheeler 46' Double Cabin Fly Bridge Cruiser perfectly exemplifies the bold, original approach to basic design for which the boating fraternity in America now unhesitatingly looks to Wheeler for leadership. The incomparably beautiful hull form, fruit of the full maturity of the science of naval architecture, is an exclusive Wheeler Streamsheer* design which produces an effortless, clean-running, dry boat in the classic "sea boat" tradition. Being a Wheeler, it is, inevitably, first choice among cruisers in the post-war world.

See the magnificent new Wheeler cruisers at the authorized Wheeler dealer in your locality. Wheeler dealers are now taking orders for early delivery.

WHEELER SHIPBUILDING CORPORATION
FOOT OF 154TH STREET AND EAST RIVER, WHITESTONE, L. I., NEW YORK CITY

A N H O N O R E D N A M E I N S H I P B U I L D I N G



GERTRUDE LAWRENCE
starring in "Pygmalion,"
which begins National Tour in September,
sips brisk-flavored Lipton's
in her dressing room.

"LIPTON'S brisk flavor makes a hit with me," says Gertrude Lawrence



"My applause," Miss Lawrence continues, "goes to Lipton's for its fresh, spirited flavor... which the tea experts describe as *brisk*."

"Between acts, during a warm summer matinee, there's nothing like Lipton's. It tastes rich, full-bodied, refreshing—never flat like ordinary teas."

Right! The test of tea is *how* it tastes iced. Lipton's stands up... has body... because it is brisk-flavored to start with.

A cool, frosty pitcher of Lipton's is the finest summertime drink in the world. Get a package of America's most popular tea *now*... at your grocer's!

LIPTON TEA
Brisk flavor
—never flat



HENRY C. LYTTON, last of Chicago's 19th Century retail tycoons, celebrated his 100th birthday by posing in front of a cake model of the State Street he helped make famous. He did not cut the cake because it was too pretty. In 1861, he recalled, he was making 50¢ a week. Last year Henry C. Lytton & Co. grossed \$19,000,000.



JACK TURNER, an ex-marine student at Indiana's Tri-State college, managed to control himself when Mrs. Turner increased the family from three to six in 12 minutes. Last week Mr. and Mrs. Turner, their 2-year-old son Jack Jr. and the triplets somehow fitted themselves into their postwar home, a 20-by-21-foot trailer.

THIS IS FOR KEEPS

Happy is the bride the sun shines on . . .
 joyously . . . blessedly . . . happy for keeps!
 And thrice happy the bride
 who starts her household treasures
 with solid gleaming, glamorous Community.
 Here's fine design, an luring good taste . . .
 a thoughtful solid silver overlay
 for extra wear at hard wear points.
 Here's silverware the bride will treasure,
 as she guards her love . . . for keeps!
 Correct dinner service for 8 place
 start as low as \$52. (No federal tax.)

Community
 THE FINEST SILVERPLATE



If it's Community... it's correct*



Public acceptance, founded upon confidence, endows this symbol with significance for air travelers at home and abroad.

AMERICAN AIRLINES

THE NATIONAL AND INTERNATIONAL ROUTE OF THE FLAGSHIPS

Mr. Mencken Sounds Off

At 66, the great debunker from Baltimore finds that the world is still full of fun and boobs

by ROGER BUTTERFIELD

The most caustic editorial voice of the 1920s and early '30s belonged to H. L. Mencken of the *American Mercury*, whose iconoclastic wit set the pace for a generation of American authors, critics and columnists. For several years Mr. Mencken has been immersed in scholarly language studies and the writing of his autobiography, and has written little or nothing for a national public on current affairs. But his opinions on almost any subject are still as biting and as readable as ever, as demonstrated in the interview below. The editors of LIFE do not agree with everything Mr. Mencken has to say, but they delight in the way he says it.

H L. MENCKEN, rosy-cheeked expert on the American language, author of such phrases as "booboisie" and "Bible belt," chief debunker of the Coolidge-Hoover-Franklin D. Roosevelt era, and editor of the old, full-sized *American Mercury* with the arsenic-green covers, was eating breakfast recently in Manhattan's Stork Club. The time was shortly after 1 p.m. Mr. Mencken was stabbing lustfully into a platter of boiled beef, turnips, carrots and other garnitures, including a large helping of horse-radish sauce.

"I'm hungry," he announced. "I didn't eat a thing when I got up this morning. I had some work to do at the Public Library and I went right over there. I don't like to spend any more time in New York than I have to. It is a depressing and sinful city. I was born in Baltimore in 1880 and have lived there ever since, and I much prefer it to any other city I know.

"But what can I do for you?"

I said the editors of LIFE would like to print his views on public questions and I had been sent to pry them out of him.

"You won't have to pry," he said. "But I fear my views are unprintable even in LIFE. The human race is in such a dreadful state that no rational person can talk about it without resorting to seditious and obscene language.

"Look around you. The world is a shambles. The country is a wreck. Truman is as transparent a fraud as Roosevelt ever was, and far more of a fool. The labor goons are on top of the country right now, like the Babbitts were under Hoover. But after a while the boobs will throw out the labor goons, just as they threw out the Babbitts."

He dipped vigorously into the horse-radish sauce and continued. "We have got into this mess," he said, "simply because we are damned idiots. Thinking is something new to man, and he does it very badly. It goes back in history no more than 25,000 years.

"Even the most clear-headed man can think clearly only for brief stretches. If he does it for half an hour of consecutive time he beats Aristotle. The average citizen of a free democracy does it no more than 10 minutes altogether in a lifetime.

"In brief, we have lost the sureness of instinct of the baboon and not yet perfected sureness of reasoning. It will take a long time to do so—perhaps 100,000 more years."

Mr. Mencken jabbed with his knife and split a chunk of boiled cabbage. It was obvious that he was both amused and pleased by his own analysis of the situation. His large blue eyes sparkled happily and his



H. L. MENCKEN USES EXTRA-LARGE SHEARS ON HIS BALTIMORE IVY

face glowed with ruddy good humor. He looked very much like the self-satisfied man in a four-colored beer ad, holding up a glass of his favorite brew. He never drinks beer by daylight, incidentally—only after dark.

"I stopped writing about so-called public questions in January 1941, when I gave up my regular column in the *Baltimore Sun*," he continued. "I am still a stockholder in the *Sun*, and a director of the corporation which publishes it, and I have cabbaged all my copy paper free at the *Sun* office since 1906. But I have no responsibility, direct or indirect, for its editorial policy, which seems to me, in many ways, to be insane.

"It is, for instance, in favor of the United Nations and something else which it describes as world government. I assume that there will be a world government some day. But it will not resemble remotely any such imbecility as the current United Nations or the old League of Nations. The League was wrecked by a struggle for power between England and France, and the United Nations will be dishd by a similar struggle between England and Russia. It has already begun, this time with the U.S. acting as bottleholder for England. Another World War will follow inevitably, and then a fourth, and maybe a fifth and sixth.

"In the end, I suppose, mankind will be got into order by the only means that has ever worked in the past or will ever work hereafter, to wit, by the appearance of a first-rate military conqueror. His chances of success become better every day. Most of the peoples of the earth will welcome him, as they have always done heretofore.

"There are two reasons for this. The first is that very few people really care for liberty: what they crave is merely security. The second is that a military conqueror, whatever you may say against him, is at least a better man than the politicians who now run the human race. Compare Alexander the Great, for example, to such mountebanks as Mussolini, Hitler, Stalin, Churchill and Roosevelt.

"The world conqueror, whenever he comes, will be helped to success by new machines for slaughter, as far beyond the atomic bomb as the bomb is beyond brass knuckles. The savants of all countries, and especially the physicists, now consecrate themselves to devising these machines, for such is the ennobling effect of patriotism upon science.

"Military men never contribute anything themselves to the enrichment of their heroic art and mystery. They are brave, handsome and virile, but very few of them are intelligent. In fact the only invention ever ascribed to an actual soldier is the ramrod, which was claimed by the Old Dessauer, one of the master butchers of Frederick the Great.

"But the Old Dessauer probably lied. The real inventor, I suspect, was



If she jumps away like this...



When you'd like to plunge in like this...



TRY THIS

MORAL: Everybody's breath offends sometimes. Let Life Savers sweeten and freshen your breath—after eating, drinking, and smoking.



Only 5¢

some smart blacksmith. The ramrod is too complicated a contrivance to have been thought of by a professional soldier."

Mr. Mencken waited while I wrote down the correct spelling of "Old Dessauer," and then hurried on. "As for the atomic bomb itself," he said, "I believe it is the greatest of all American inventions, and one of the imperishable glories of Christianity. It surpasses the burning of heretics on all counts, but especially on the count that it has given the world an entirely new disease, to wit, galloping carcinoma. I have been reading with great edification in the medical journals of the clinical pictures presented at Hiroshima. Large numbers of the victims, I was proud to note, were women and children. They were slowly fried or roasted to death like people burned by radium or X-rays. In many cases their agonies were prolonged, and they suffered worse than any bishop will ever suffer in hell."

Mr. Mencken cleaned up the final shreds of boiled beef, ordered a slice of Stork Club butterscotch pie and lit a fat brown cigar. He explained that he smokes cigars only when he is relaxed and happy, but when he is working he always chews tobacco, like Henrik Ibsen.

"I like America," he said comfortably. "I have seen all the civilized countries of Europe save Sweden and Portugal, but they do not lure me. An American abroad, save when he is drunk, is incurably uncomfortable. He itches all the time, both physically and spiritually, and in the wrong places.

"I consider life in America swell, and I would not swap it for life anywhere on this or any other earth. It is lunatic, to be sure, but I enjoy lunacy. Also, it is very expensive, but getting money is easy in a country full of people willing to believe anything, not once but twice."

The "frauds" of F.D.R.

WHAT we are suffering now, on a vast scale, is the katzenjammer that always follows believing what is palpably not true. This is the chief occupation of humanity at all times and everywhere, and especially of Americans. Roosevelt perpetrated two frauds upon them which will go down into history as masterpieces. The first was convincing them that he could cure all their internal ills by turning the country over to a huge swarm of thieving jobholders and so driving it into bankruptcy. The second was convincing them that pulling ashore the corpse of the British Empire would settle all the problems of the outside world and bring in a reign of peace, prosperity and lovey-dovey.

"I am not an isolationist, and never have been. I believe in the game of grab and want to see the U.S. get its share of the loot and the slaves. But I can see no reason why American blood and American money should always be devoted to fattening the share of the English. What did we get out of World War I? Nothing whatever save a debt and a headache. The only nation that made any effort to pay its debt to us was Finland—and we rewarded Finland in 1941 by selling it down the Volga.

"If we had stayed out of the first World War the Russian menace to Western civilization would have been disposed of for two or three generations, the Continental Powers would have been forced into something approaching a workable arrangement, and England would have been prevented setting up artificial bases for the next struggle—for example, Poland and Czechoslovakia. It was this last menace, and nothing else, that produced Hitler.

"The English would never have contrived World War II if they had not been sure of Roosevelt's help. They knew he was itching to shine as a world statesman, and they had precisely the program for him. The Japs, unhappily, became uneasy, and their army and navy, like their merchant marine, were still dangerous to the British Empire in the East. Roosevelt solved the problem by goading them into the attack on Pearl Harbor.

"What is the net result? First, the Asiatic barbarians, held at bay since 1683, have been let loose in Western Europe. Second, Italy has been returned to the Black Hand. Third, France has become a chattel of England. Fourth, the Japs have been run out of China and Malaya, and the English philanthropists are back. Fifth, the Chinese have been supplied with materials for continuing their civil war *ad infinitum*. Sixth, the Finns, Lithuanians and so on are enslaved and the Swedes are menaced. Seventh, the English have taken over the Italian colonies. Eighth, the Jews have been euchred out of what was promised them in Palestine. Ninth, half the human race is starving. Tenth, millions of young Americans, robbed of the most precious years of their lives, are dismally trying to start anew. Eleventh, prices are rising, inflation impends, no

CONTINUED ON PAGE 48

"LOOK! SHE SPOTTED ME IN THIS AD!"

"See here," she demanded. "Could that be YOU in LIFE?"

"Yes, ma'am," I said, "That's me!"

"Then it's true you use Macmil—"

"Right! Just as the ad says. I sell several different brands of oil. But for *my* car, it's got to be the best—Macmillan Oil. And lady, that goes for 3 out of 5 of us dealers* throughout the 48 states ... and if it's best for us, it's best for you."



"Take your new car... the motor runs hot...calls for an oil that penetrates—but quick! An oil with a slick, tough film that stands up to heat—Macmillan Ring-Free."

Different? There's no other oil in the world quite like it! Refined by an exclusive, patented process, Macmillan cleans as it lubricates! That means more power, fuel economy, and a smoother-running motor. Follow the lead of the experts—Make it Macmillan today!

Throughout the nation, **3 out of 5** of these dealers* say:

"I USE MACMILLAN IN MY CAR!"



COLORS OF AMERICA'S HISTORIC TRAILS

Tamiami Green



Wembley*

**NOR-EAST*
NON-CRUSH*
TIES**



Crush it!... Twist it!... Knot it!... Not a Wrinkle!



TRADE MARK REG. U. S. PAT. OFF.

Tamiami Green blends perfectly with your fall suit of green, gray, or brown—and brightens up your whole appearance! Tailored of imported Nor-East Non-Crush—the fabric famous for resistance to wrinkles and for long and faithful wear. Styled by Wembley—a trustworthy name in men's wear.

There are seldom enough Wembley Nor-East Ties to fill the demand. However, Tamiami Green is also available in Wembley's all-wool Murrytown fabric.

*REG. U. S. PAT. OFF.

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AT BETTER STORES EVERYWHERE... ONE DOLLAR



This is the neckwear label in greater demand 1946-1947

MENCKEN CONTINUED

American investment is safe and another huge collapse seems certain. Twelfth, irresponsible and unconscionable labor racketeers, having piled up enormous slush funds from the swollen wages of the war workers and scared the politicians into setting them above the law, are planning to take over the government altogether.

"But I had better haul up. Such are a few of the more conspicuous fruits of the second great crusade to save humanity. There are others that are worse, though we'll not feel them for a long time yet."

Mr. Mencken sighed voluptuously, put down his cigar and attacked his butterscotch pie.

"There is one thing to be said for this war," he resumed, a few bites later. "I refer to the so-called war criminal trials. I am strongly in favor of them, at least so far as they are concerned with politicians. I believe that the punishment for failure in politics should be a swift and ignominious death. Indeed, I argued publicly, as long ago as 1922, that all unsuccessful candidates for the presidency should be hanged forthwith. Alive, and hankering for another chance, they are simply public nuisances. My mistake was that I did not include unsuccessful candidates for the nomination, along with the standard-bearers themselves. Also, I should like to hang all men beaten for such offices as governor, mayor, U.S. senator and congressman.

"But when it comes to hanging enemy generals I find myself in some doubt. Could you imagine Washington, Lee, Sherman or even Grant proposing it? A professional soldier is a man hired to engage in homicide, and it seems to me irrational to punish him for doing it. I doubt that history will deal with General MacArthur very gently for hanging the Japanese general who beat him in fair fight at Bataan. This Jap, when the tide of war turned against him, at least stuck to his troops."

Those dreary politicians

THE precedents now being established will be very inconvenient if the U.S. ever comes out second best in a world war—certainly something that can be imagined, although I do not predict it. I'll be an angel in heaven by that time, but if I am allowed a peek through the barbed wire it will give me some satisfaction to see 100,000 or 200,000 politicians hanged."

Mr. Mencken finished his pie and lit a fresh cigar.

"A professional politician," he continued, "is a professionally dishonorable man. In order to get anywhere near high office he has to make so many compromises and submit to so many humiliations that he becomes indistinguishable from a streetwalker. When a man of genuine dignity and decency becomes President it is a miracle. This happened in the case of Grover Cleveland, but it will be impossible, for two or three generations to come, for any such man to get into the White House again. We are in for a long line of Hardings, Roosevelts and Trumans. That is, we are in for a dreary oscillation between frauds on the one hand and nonentities run by frauds on the other.

"The Republicans, of course, offer not the slightest hope for any improvement. They have no leaders of sufficient courage to get them anywhere. They have faltered and compromised too long to be fit for a really first-class fight. If they beat Truman in 1948 it will be only because Truman is too much for even a democracy, not because they can furnish anything better.


"The Democrats are no better, and probably no worse. Roosevelt was not a Democrat, in any true sense of the term. He was simply a man who loved money even beyond the American norm and hated everyone who had collared more of it than he had. His private business career was shameless and he seems to have trained many pupils in his line.

"Most of the actual Democrats in Washington were against the New Deal, though nearly all of them, being politicians, kept silent while it was raging. The Republicans, also being politicians, were herded into the same pen. Some of them, notably Vandenberg, Dewey and Stassen, got so alarmed that they took enormous swigs out of the Roosevelt jug. At least two of these men, Vandenberg and Dewey, were intelligent and reasonably honest. But a politician, when a gaudy job like the presidency dances before his eyes, simply cannot make his libido behave.

"Stassen and his like seem to me to be much inferior, hardly more than New Deal fellow travelers or transmission belts. Taft appears to be a diligent and competent senator, but if he were not the son of a President it is highly improbable that anyone would pay any attention to him. His eminence is only proof of the fact that democratic peoples have a strong nostalgia for the monarchic

CONTINUED ON PAGE 31




 and I just decorated my
 living room in colors I
 never dared use before

HR

Fabrics woven of

Firestone Velon

are soilproof, practically wearproof!

VELON FABRIC—stainproof, snagproof. Perfect for outdoor and indoor upholstery, transportation seating, hats, belts and awnings.

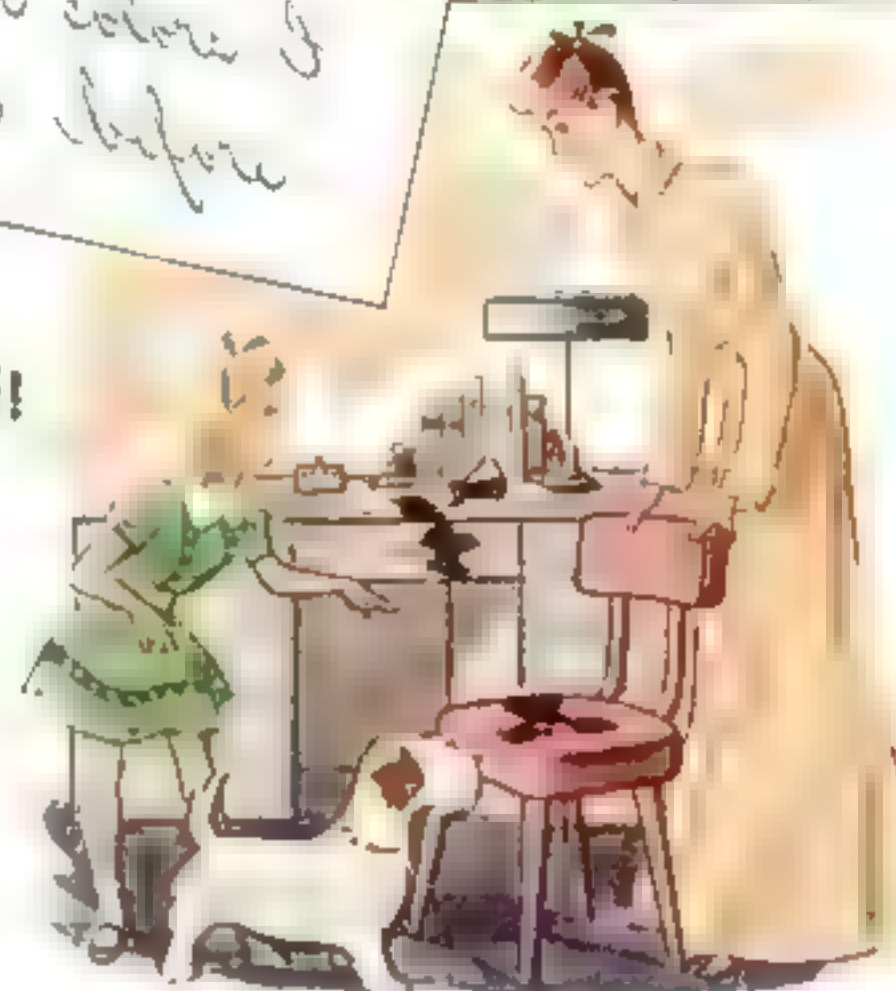
VELON SCREENING, tinted to blend with home color scheme, inside and out. Can't corrode, impervious to elements, lighter yet stronger than metal.

VELON FILM for rainwear, novelty goods, protective packaging. Can be tailor-made for any purpose. Never turns brittle, "tacky" or gummy.

LEATHER-LIKE VELON for bags, luggage and shoes that never need shining. Scuffproof, in smart finishes from sleek patent to reptile grain.



Don't worry, even ink doesn't leave stains on lovely Velon fabric.



THIS room is a gay deception. It looks fragile as a cream-puff. But you can let the whole family romp in it—and laugh at soil and wear.

Upholstery, drapes, lampshades are woven of Velon, Firestone's wonder yarn that shrugs off dirt.

Grease and grime can't cling to non-porous Velon threads. A whisk of a damp cloth restores its original beauty. Even the sheerest Velon defies abrasion and snagging, because each tiny thread is a single filament of giant strength. Velon's gorgeous colors can't sun-fade or wash out. You'll never again need to slipcover.

The finest cars, planes, hotels and restaurants are adopting Velon upholstery. And woven Velon is just one form of this magic material. Others are shown at left. Ask for them at your favorite stores.

*Trade Mark



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A clearer, prettier skin—by this time next week! Promise it to yourself. Make it come true, with the seven-day-wonder, clean-up campaign that's the beginning of beauty for every pupil in the famous DuBarry Success School.

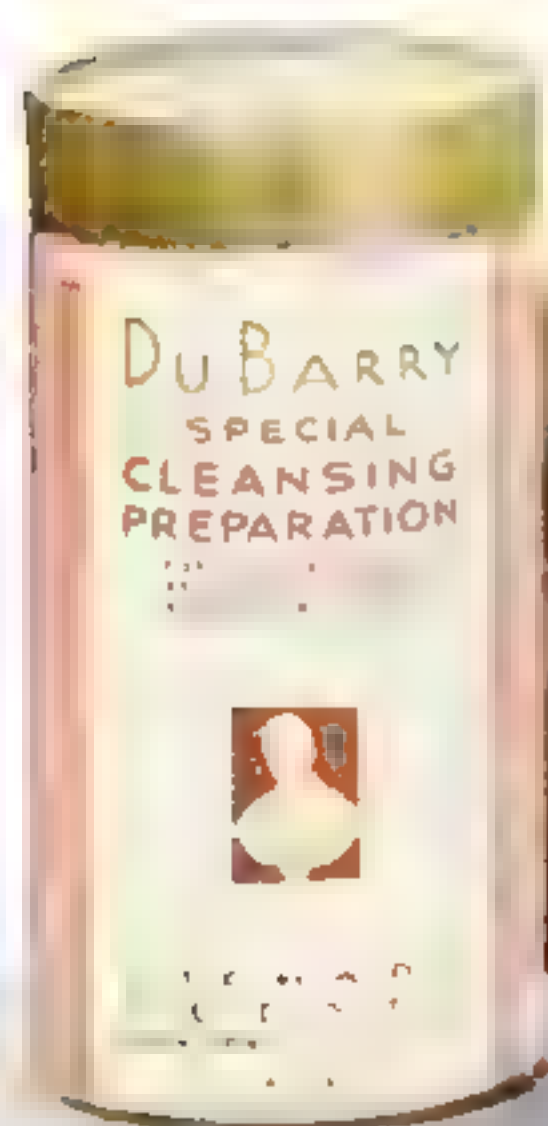
Your materials? Determination, perseverance, the gentle, meal-like preparation called DuBarry Special Cleansing Preparation

Your routine? A skin glowing with cleanliness. A new complexion, baby-soft and clear, gradually coming into bloom as you slough off summer-beaten skin.

Miraculous? Not quite. Special Cleansing Preparation has a solid scientific background... is formulated for oily or dry skins of all ages... is accepted for advertising in the *Journal of the American Medical Association*

Use it for face, elbows, knees, back, heels—wherever a clear-up is needed. Use it often, all year 'round, to help skin stay lovely. Use it today, as the start of a beautiful new complexion. \$1 plus tax, at better cosmetic counters.

*a beautiful skin
a week from today*



DuBarry BEAUTY PREPARATIONS • *Richard Hudnut* NEW YORK • L.A. • PARIS

principle. Does anyone believe seriously that Roosevelt II would ever have become President if there had been no Roosevelt I? Also, recall the Adams dynasty and the two Harrisons. I do not object to this but simply record it. I am a strong monarchist myself.

"Whether the business profiteers will ever get the government back is doubtful. The laws now run strongly against them. In any combat between an employer and a union the employer has two strikes on him before he goes to bat. Such outfits as the National Labor Relations Board carry on a burlesque of justice that would have delighted Rabelais.

"That all of this is of sound and permanent benefit to the workingman I doubt. He seems to be getting a lot more money than he used to, but most of it is phony. What he always forgets is that he is the boy who earns the money that supports the politicians, uplifters of the downtrodden and other such swindlers. He will pay off the national debt in the end, sweating on the assembly line while his wife hunts for a shack to live in and food cheap enough for him to eat. He is the eternal goat.

"I can feel for him, for I am a workingman myself and have never got anything without working for it. But I fear he is a sucker by God's inscrutable will, so my hopes for him are not too rosy."

Mr. Mencken puffed meditatively on his cigar. "We might as well discuss Communism, too," he said. "As an idea it is anything but bad. I can easily imagine a civilization purged of the profit motive. In fact, I am pretty well purged of it myself. Private property, after a certain low point, becomes a mere nuisance."

The trouble with Communism . . .

THE trouble with Communism is the Communists, just as the trouble with Christianity is the Christians. They really do not believe in it and hence are hypocrites. All of them pant for money and hope to collar it by changing the rules. This fundamental false pretense colors their whole propaganda. They have no more sense of honor than so many congressmen and engage constantly in wholesale lying.

"Their future in this country looks pretty dark. They will edge into the government more and more, and also into the labor unions, but in the end some demagogue of real skill and boldness will take to their trail, and they will come to grief. Nine Americans out of ten are against them at bottom, for every American hopes to steal something for himself on some near tomorrow. The next Red Hunt will probably be a lulu. Americans are a very cruel people and always try to put down obnoxious ideas by physical force. I look for a vast lynching bee, entirely in accord with the gallant American tradition.

"I get on very well with honest and incorrigible Communists, for I see them as men living on borrowed time. At any moment they may be swinging from a convenient tree. But ex-Communists I cannot stomach. I distrust converts of any sort, and a man who has been converted twice, first to the Marxian whimwham and then to the even worse nonsense that usually follows, seems to me to be carrying his right to make an ass of himself too far.

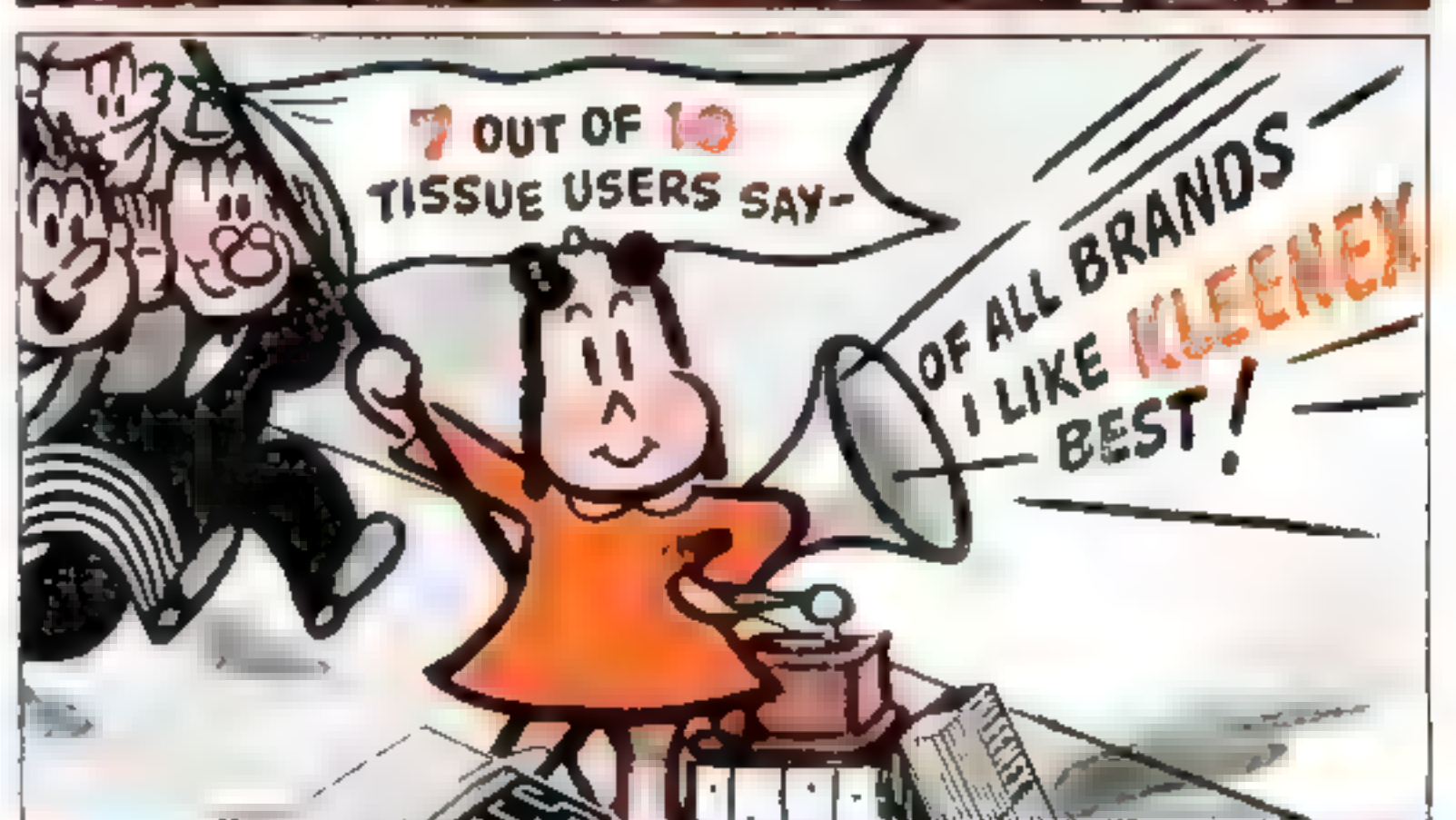
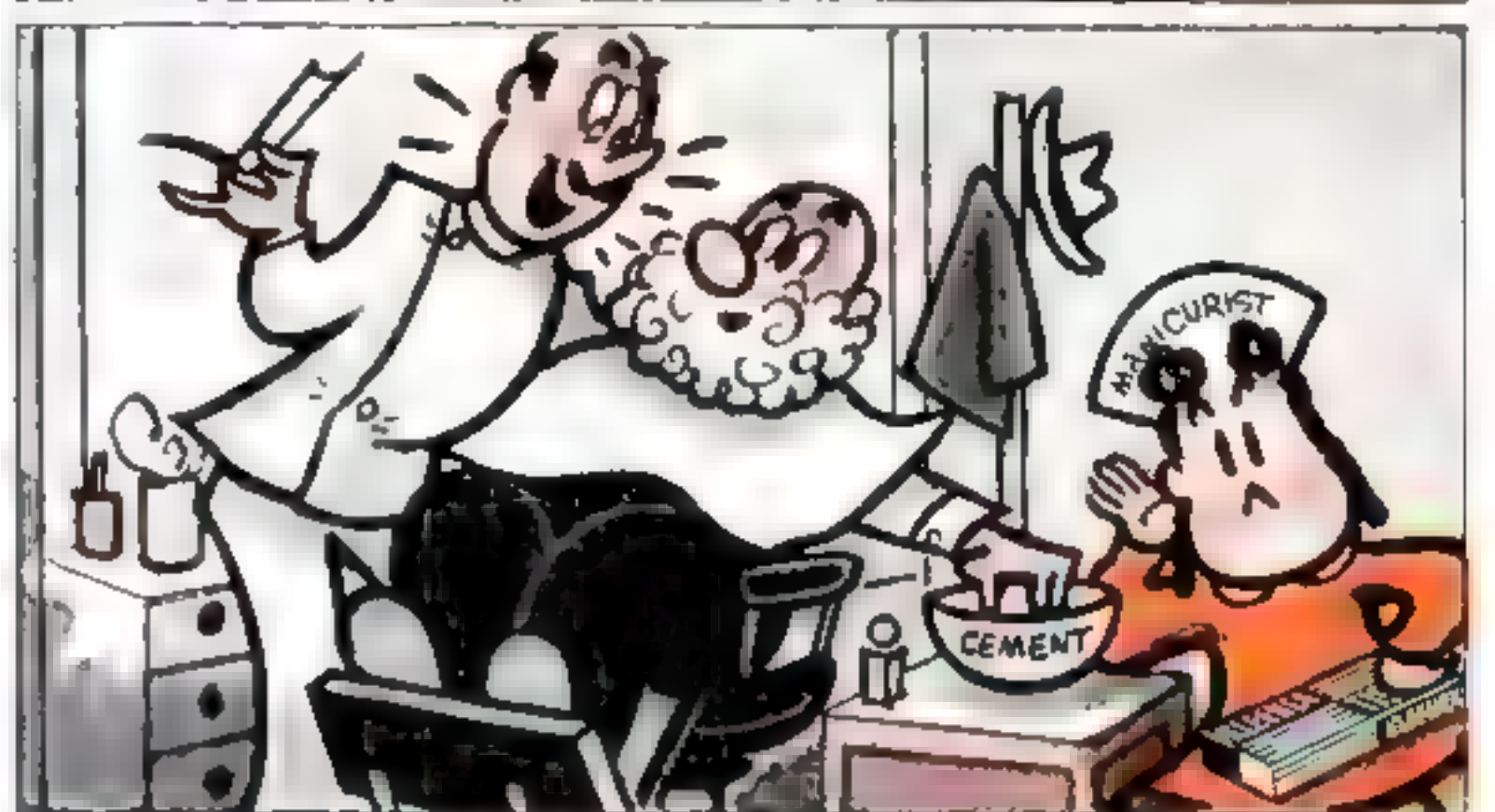
"Certainly Communism offers us no way out of our troubles. Neither, I fear, does science. Scientists, as a class, are not noticeably wise, and it is uncommon for one of them to say anything worth hearing. A Huxley is almost as much a rarity among them as he would be among bartenders. They are specialists in the narrowest and worst sense and have to be managed like the prisoners in a high-toned house of correction.

"Let us pass on to religion. Here too we are stymied. In times of stress and storm certain uneasy souls always seek solace on the broad bosom of the Holy Church, but they are never numerous. The majority of Americans, at such times, fling themselves into the arms of the politicians, who always promise more than any theologian not insane is willing to promise and, what is better, promise it here and now.

"I have always been a fan for theology and the present religious situation in the U.S. interests me greatly. All the Protestant churches are in an advanced state of decomposition and, save in the moron South, no one takes them seriously. Whenever a Protestant ecclesiastic lets go with a solemn pronouncement on some question of faith and morals all rational people laugh. The Catholic outfit is in much better case, if only because it is run by much smarter fellows. If, as I believe, there will always be Christians in this country, then there will always be Catholics.

"The Jews are disintegrating on the theological side as they reach out for power on the political side. In a few generations an

LITTLE LULU Gets An Earful by Marge



Watch for Paramount's latest LITTLE LULU cartoon in Technicolor at your favorite theatre.

Intermezzo

Intermezzo or full symphony . . . pianissimo or fortissimo . . . you get the full glory of piano music with a Lester Betsy Ross Spinnet.

You too will thrill to its tonal brilliance . . . just as you will thrill to the unsurpassed beauty of the many styles, created by master piano designers to blend perfectly with your home setting. The Betsy Ross Spinnet has been styled with compactness . . . enabling you to use it in any size room . . . and its exterior distinction is matched by the soundness of its inner construction . . . assuring you a piano that will be a joy for years to come.

See the many outstanding models at the Lester dealer nearest you.

LESTER *Betsy Ross Spinnet*



ONE { name quality price }

SOLD BY AMERICA'S FOREMOST PIANO DEALERS.

MAIL THIS COUPON FOR ILLUSTRATED BOOKLET F

LESTER PIANO MANUFACTURING CO., LESTER 13, PENNSYLVANIA

Send me your 24-page illustrated book showing piano arrangement in the home.
(Enclose 10c for postage.)

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ADDRESS _____
CITY _____ STATE _____

A BEAUTIFUL PIANO WITH A MAGNIFICENT TONE

MENCKEN CONTINUED

American Jew who is really *fromm* [pious] will be as rare as a Christian who follows Jesus.

"It is a platitude, but nevertheless true, that Communism is a form of religion. So is the New Deal. So is Rotary. So, for that matter, is democracy. The only way any of these ideas can be got down is by shutting one's eyes and straining hard—exactly as the Fundamentalists of Holy Tennessee get down Mark XVI, 17 and 18."*

Mr. Mencken leaned back on his upholstered bench and shook the ashes from his cigar.

"No," he said, "there is probably no way out of our troubles—none that can be foreseen. We must let nature take her course."

There was a brief interval of silence, with waiters hovering in the background.

"Mr. Mencken," I asked, "which would you rather be called—'The Sage of Baltimore,' or 'The Man Who Hates Everything'?"

"I don't care a damn what you or anyone else calls me," he said, "just so long as you don't call me an old dodo sneaked out of the dissecting room. I'm 66 years old, I work hard all the time, and while it is perfectly true that I may be snatched into heaven tomorrow I am still going strong today. I have written five books since I was 60, and all of them sold better than any of my previous books."

"In the present case it is a little inaccurate to say that I hate everything. I am strongly in favor of common sense, common honesty and common decency. This makes me forever ineligible to any public office of trust or profit in the Republic. But I do not repine, for I am a subject of it only by force of arms. By birth and of free choice I am a citizen of the Maryland Free State."

He tossed a crumpled napkin on the table and got up. "I have to go back to the Public Library," he said. "And after that I'm meeting George Jean Nathan. I first met George 40 years ago, in 1907, and he's lasted surprisingly well for a man who violates all the laws of God and man. He smokes all the time and drinks too much, and his taste in girls is remarkable—he likes them very tiny. I don't agree."

"We may go to Luchow's tonight, on 14th Street. It's the only place in New York that hasn't changed since I first went into it in 1901—good food, good beer and wonderful waltzes. The musicians always play the Brahms waltz in A flat when I come in; somebody told them it was my favorite. It isn't, but it is still very lovely."

"But tomorrow I want to be back in Baltimore."

*Mark XVI: 17 And these signs shall follow them that believe; In my name shall they cast out devils; they shall speak with new tongues;
18 They shall take up serpents; and if they drink any deadly thing, it shall not hurt them; they shall lay hands on the sick, and they shall recover.



H. L. MENCKEN LIVES in the old family home at 1524 Hollins St., Baltimore, overlooking leafy Union Square. He does his writing in this front room.

USERS RAVE ABOUT NEW 7-SECOND COOLING RELIEF FROM PRICKLY HEAT!

7-SECOND COOLING ACTION

OF NEW MENNEN QUICCOOL POWDER RELIEVES THE ITCHING, BURNING TORMENT OF PRICKLY HEAT—ALMOST INSTANTLY! IT'S THE MODERN WAY TO ENJOY GREATER SUMMER COMFORT. QUICCOOL YOUR SKIN MORNING & NIGHT—USE QUICCOOL AFTER BATH OR SHOWER—TO HELP FIGHT PRICKLY HEAT—TO FEEL COOLED, REFRESHED AND COMFORTABLE LONGER!

**THANKS TO
WARTIME RESEARCH**
AND FINEST MODERN INGREDIENTS, MENNEN GUARANTEES YOU'LL FIND QUICCOOL FAR BETTER THAN ANYTHING YOU EVER USED FOR PRICKLY HEAT! DON'T PASS UP QUICCOOL BENEFITS FOR YOUR SKIN—GET QUICCOOL NOW. REFRESHING, LIGHT SCENT—SO PLEASANT & EASY TO USE. QUICCOOL YOUR SKIN DAILY!

COOLING!
REFRESHING!

QUICCOOL POWDER
(QUICK-COOL)

FOR ADULTS & BABIES

WONDERFUL RESULTS! "A DASH OF QUICCOOL IS COOLING AS AN OCEAN BREEZE!" SAYS A TYPICAL MOTHER. HURRY, GET MILD, SUPERFINE QUICCOOL POWDER FOR DAILY USE ON BABIES, CHILDREN, ADULTS. SURVEYS SHOW PRICKLY HEAT ATTACKS MOST ADULTS, 3 OUT OF 4 BABIES—IN HOT WEATHER. QUICCOOL YOUR SKIN TO FIGHT IRRITATING, UNSIGHTLY HEAT RASH & MANY OTHER SUMMER SKIN TROUBLES. ALSO EXCELLENT TO HELP PREVENT & RELIEVE PERSPIRATION IRRITATION, CHAFING, ITCHING, DIAPER RASH, DISCOMFORT FROM INSECT BITES, SUNBURN, ETC.

Guarantee

We are so certain that QUICCOOL will give you 100% satisfaction and is far better than anything you ever used, that we will give you **DOUBLE YOUR MONEY BACK** if Quicool is not better than anything you ever used for Prickly Heat, and does not give exceptional satisfaction. If dissatisfied, return Quicool tin, with your name and address, to—
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QUICCOOL
FOR
PRICKLY HEAT

"KORA
KONIA"
USERS

You'll find
Quicool far
better than
famous Kora
Konia Powder

ONLY 30¢
LARGE TIN

A N N I V E R S A R Y



Just 20 years ago

Warners made

a movie that

talked

August 6th in 1926 was the First Night. And four determined brothers saw their vision fulfilled. It was at the old Warner Theatre on Broadway that Warner Bros.' new movie confounded the skeptics and "talked"!

This was it — fade-out for the silent screen and start of the era that brought Motion Pictures to the place in the world they occupy so prominently today. It's natural then that Warner Bros., whose pioneering courage made pictures "talk"

so successfully, should feel a very special sense of satisfaction — and responsibility.

So when the *New York Times* not long ago commended Warners for "combining Good Citizenship with Good Picture-Making" it was recognition, we felt, of a way-of-thinking which began in a small-town "nickelodeon" in 1906. And you may be certain of this same way-of-thinking and this same way of pioneering just as long as there's a Warner Picture around for you to see — and Hear!



Co-sponsors with Warners in Celebration of the 20th Anniversary of Talking Pictures:

AMERICAN TELEPHONE & TELEGRAPH CO. • BELL TELEPHONE LABORATORIES • EASTMAN KODAK CO. • R C A VICTOR Division of Radio Corp. of America • SOCIETY OF MOTION PICTURE ENGINEERS • THOMAS A. EDISON, INC. • WESTERN ELECTRIC CO., INC.



NEW YORK AT NIGHT

AFTER DARK THE CITY IS A PLACE OF BRIGHT AND BLARING COLOR

PHOTOGRAPHS FOR LIFE BY ANDREAS FEININGER

In New York the first lights start to come on at night long before the last light has gone out of the sky. The skyscraper workers, scurrying toward the end of day, turn the tall office buildings, like those above in lower Manhattan, into bright honeycombs whose illuminated blobs seem to drip down to the darkening rivers around the island. Then the advertising signs take over the streets of the city, competing so violently with each other that they throw on the sky a glare seen 60 miles at

sea. Their clutter is thickest in the streets around Times Square where, in the world's greatest neon gallery, the enormous acreage of blaring tubes and bulbs and the unashamed piling of color on garish color make a confusion which is dizzying, outrageous and always wonderful. On this and the following pages, LIFE Photographer Andreas Feininger, who has for years exposed the look of New York (LIFE, Feb. 1, 1943) and other cities by day, shows in color photographs the look of New York at night.



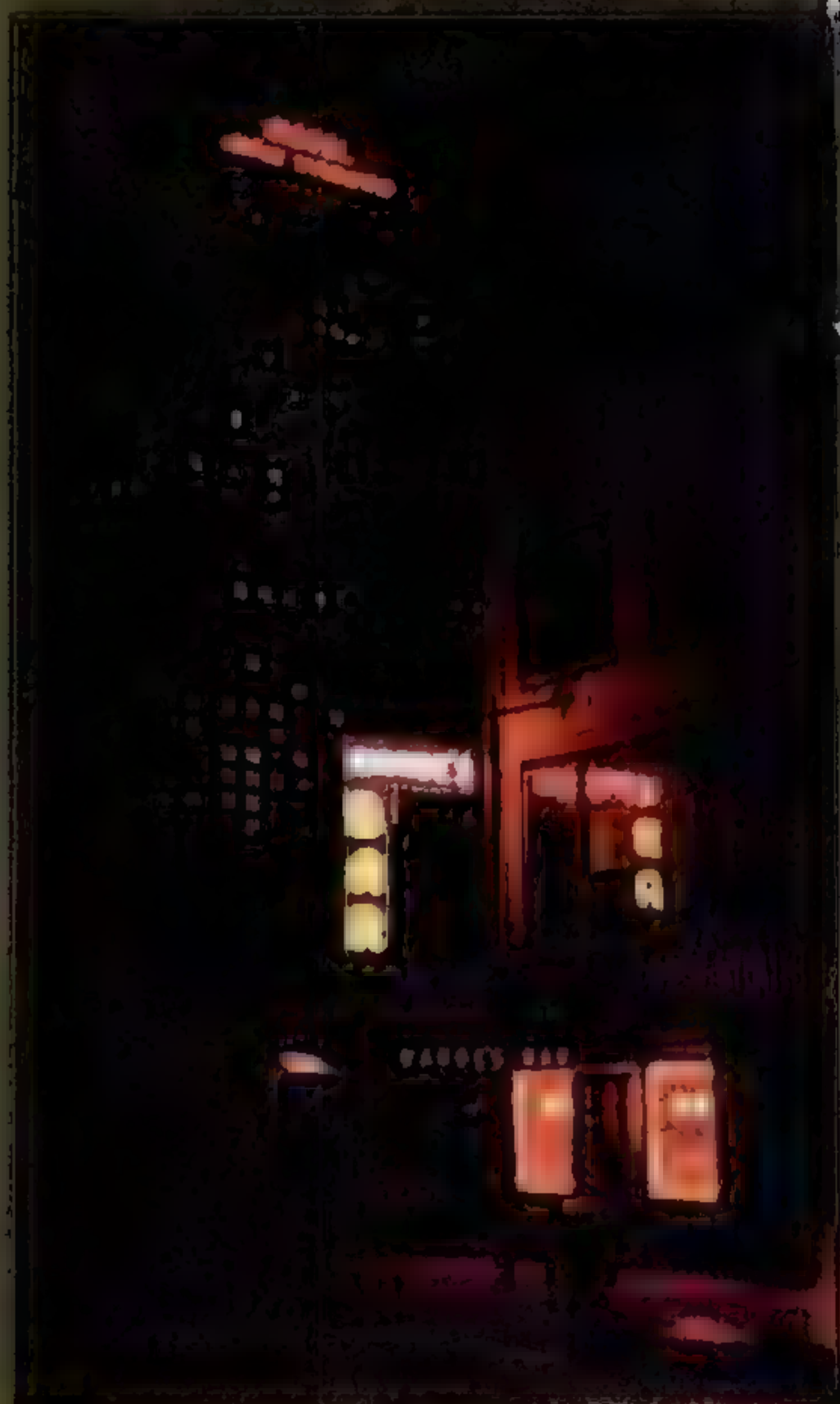
ON BING STREET, WEST OF THE CLUSTER OF SWEATY LITTLE CLUBS THAT TRADE IN HOT JAZZ, PLAIN BARS GIVE WITH FANCY CAFE



THE POPCORN VENDORS ON TIMES SQUARE AND NEAR ST. MARK AND BELL, A SMOKEY-SMELLING CARAMEL COVERED POPCORN



LEO & EDDIE'S NIGHTCLUB ON BING STREET DOES EVERY BIT OF ITS BUSINESS EXCEPT TO SCREAM DANCERS' NAMES REPEATEDLY



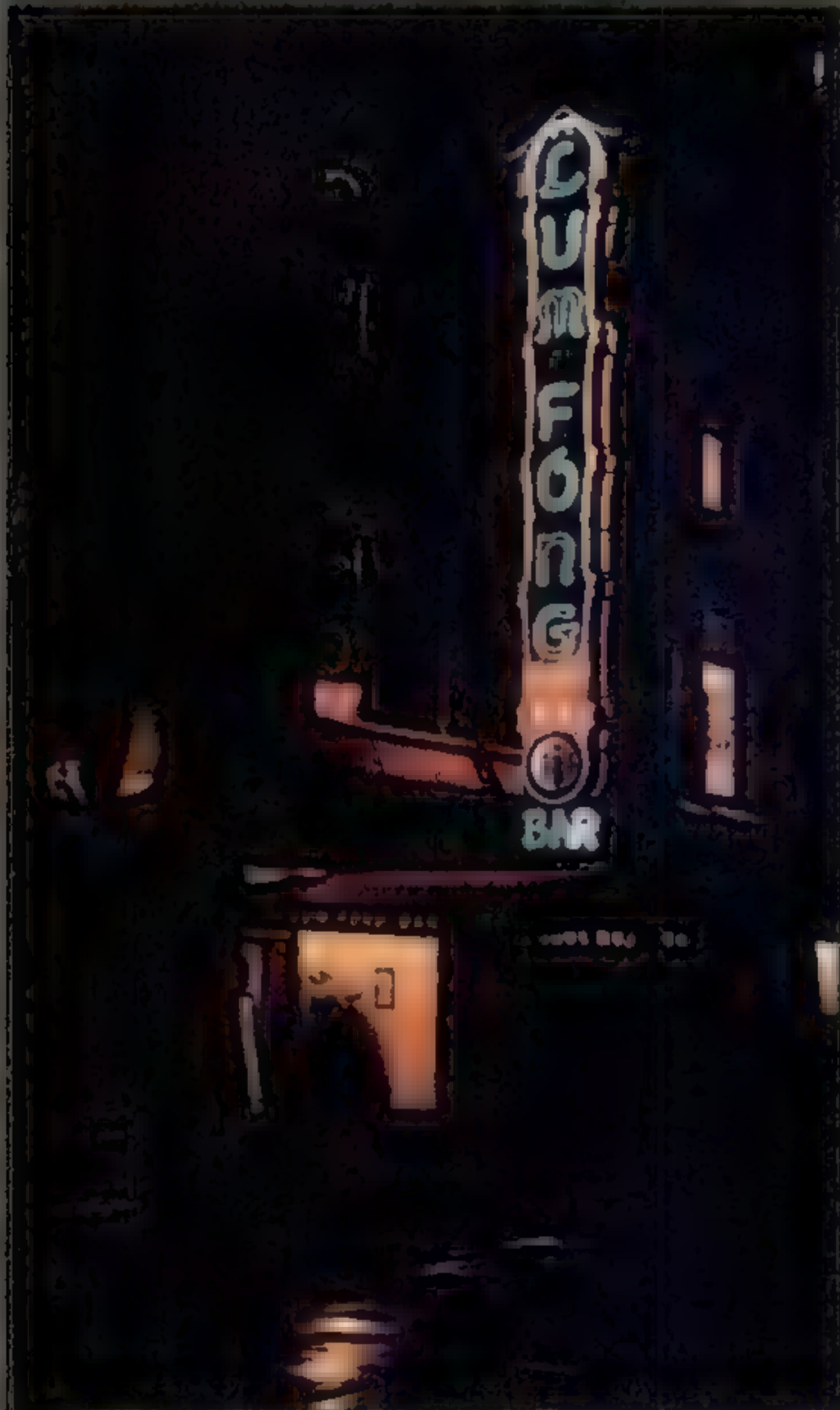
ON DARK STREET NEAR HELL'S KITCHEN, UNDERNEATH HOTEL NEW YORKER'S HIGH SIGN, A SMALL BAR RIDE QUIETLY FOR BUSINESS



THE ORANGE-DRINK STAND AND THE BOUTIQUE GET THEMSELVES UP ON A BUSY CORNER. KEEP GOING WELL PAST END OF THE WORKING DAY.



BROADWAY HOLE-IN-THE-WALL PHOTO GALLERIES LURE TOURISTS IN FOR GAGGY PICTURES, BUT NEW YORKERS PROFFER TO SCORN THEM.



PSEUDO-ORIENTAL LETTERING ON A CHOP-SUEY RESTAURANT'S TING ELECTRIC SIGN ADDS TO CONFUSION OF END STREET.



WATER STREET IS CROWDED WITH LITTLE BUSINESSES, ITS BASEMENTS OCCUPIED BY BARBERSHOPS, ECONOMY BOOKSTORES, SIGN-PRINTERS.



THE L.S. MONTGOMERY THROUGH TIME SQUARE - A NIGHTMARE - THEATER MARQUEE - LUXURY SIGN - ANIMATE - ANIMATE - BOWNE ON THE BURNING STREET - IN



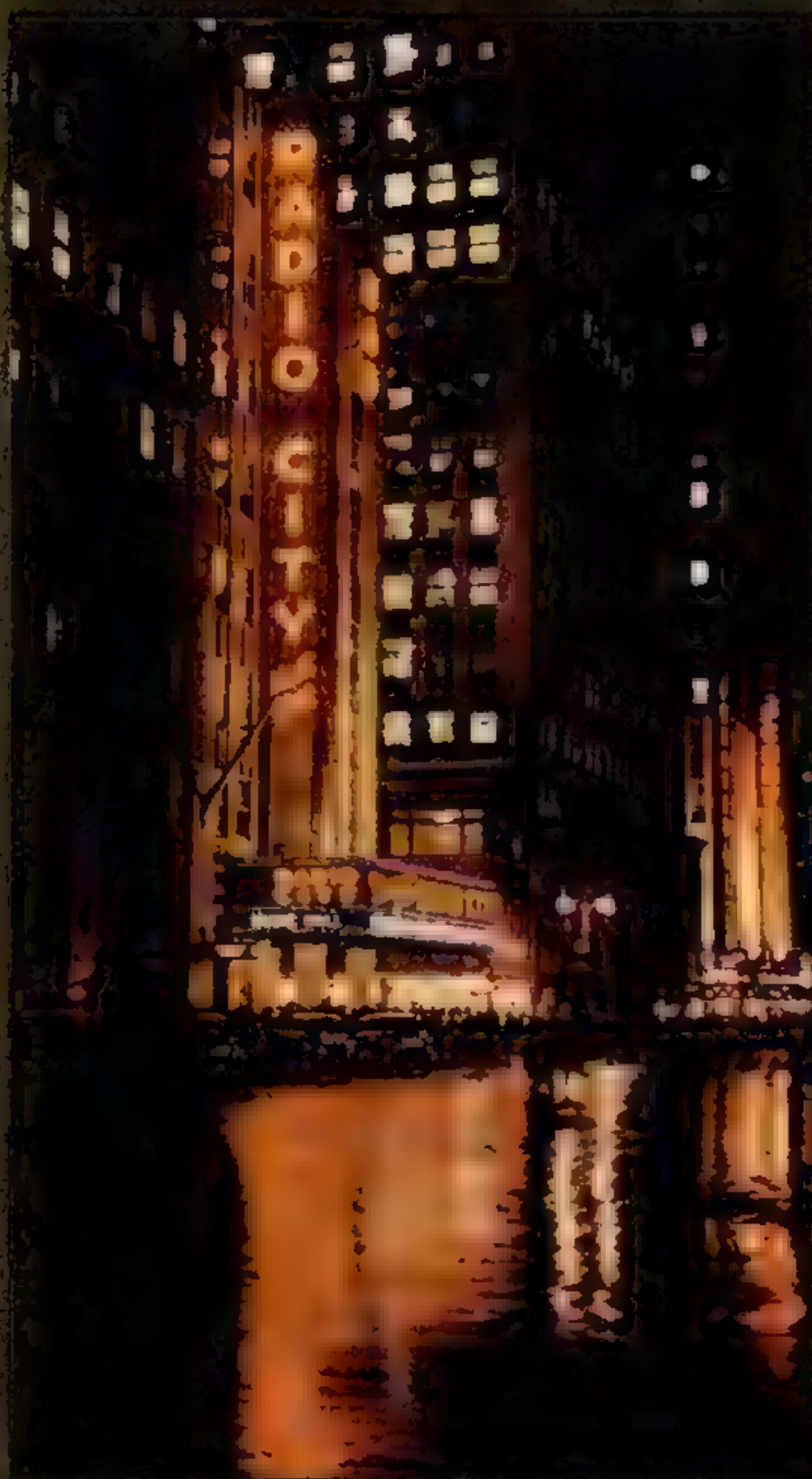
CENTER: ARE FOR WHISKIES, BEER, SOFT DRINKS (PLS) THE STREAM OF LIGHT AND TRAFFIC DIVERTING THEM LEADS TO BROADWAY AND (RIGHT) TO SEVENTH AVENUE



ON THE WEST SIDE OF TIMES SQUARE THE BRIGHT SIGNS ELBOW EACH OTHER TOO EAGERLY, CREATING A SELF-DEFEATING JUNGLE.



TIME TABLES OF THE BIG MOVIE THEATERS, LIKE THE ASTOR, GOVERN THE FLOW OF THE HUGE TIDES OF PEOPLE IN TIMES SQUARE.



OFF THE LOUD MAIN STEM, RADIO CITY'S MUSIC HALL AND CENTER THEATER LOOK FINE AND SEDATE COMPARED TO BROADWAY.



OLD ROXY THEATER, WHICH WAS ONCE THE MOST FAMOUS MOVIE HOUSE IN WORLD, NOW IS OVERSHADOWED BY ROCKEFELLER CENTER.



THE CROSSROADS OF THE WORLD LIES RED AND GAUDY IN THE REFLECTED LIGHT OF THE STREET SIGNS AS A NEWSPAPER TRUCK STARTS NORTH FROM 42ND STREET ALONG SEVENTH AVENUE TO DROP ITS EARLY-EDITION TABLOIDS THROUGH TIMES SQUARE.



4TH STREET HAS HAD SO MANY HIT PLAYS IN THE PAST FEW SEASONS THAT IT IS CALLED THE STREET OF HITS. HERE ON THE MARKED TRAFFIC A CHICAGO BOUND BUS FINDS ITSELF TRAPPED IN THE THEATER-GOING TANGLE OF TAXIS AND CARS.

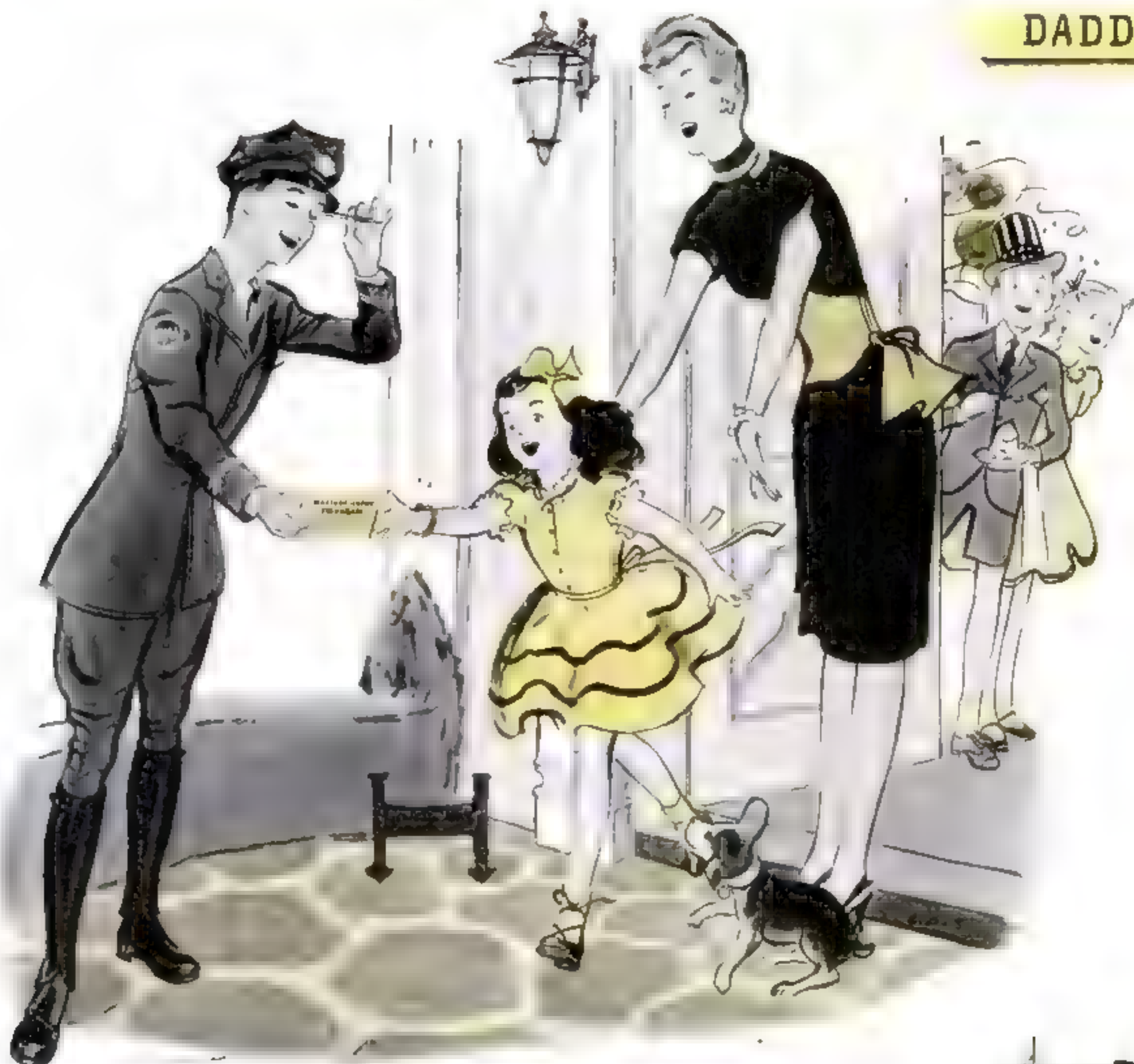


BACK ABOVE THE HARBOR STAIN, THE STATION, COME THE BARTONVILLE BUILT BY THE BOB BARTON BROS. THE LATE LIGHT, IN THE HARBOR.

EXTRA SPECIAL BIRTHDAY GREETINGS

FOR AN EXTRA SPECIAL LITTLE GIRL. LOVE=

DADDY.



"My daddy is the most wonderful daddy in the world! Just look . . . a real, special telegram . . . all for me on my birthday!"

A TELEGRAM is always something special, always appreciated, always thoughtful. So on all occasions like birthdays, wedding anniversaries and blessed events, there's nothing quite so heartwarming as a telegram. And

to help you, every Western Union office has a folder containing almost 100 suggested greeting telegrams. Ask for yours.

You'll be pleased how little a telegram costs. And it's so easy to send one. Simply go to your near-by Western Union office or call Western Union and have your telegram charged to your phone. By the way, isn't there someone who would like to hear from you today?



Another Advance in Telegraph Service Is Here

Marine Reporting Service. Pilot boats now report entrance of ships into New York harbor through facsimile RADIO-TELEFAX MACHINES. Message picked up by TELEFAX RECEIVER in Western Union main office is telegraphed to steamship, taxi and tugboat companies, enabling them to have facilities ready when ship docks.

"So many times a telegram means so much!"



WESTERN UNION TELEGRAM

EA145 11=

MISS RUTH DENNIS=

84 HILLSIDE AVE SFRAN=



Who Among Men Is
Who's The Barber Who Gets In
Who Has The Girls
Who's Going To Rock You
mais oui!

BOB HOPE

in
Monsieur Beaucaire

co-starring

Joan
Caulfield



Most Debonair?
The King's Hair?
All Walking On Air?
Right Out Of Your Chair?



with
PATRIC KNOWLES
Marjorie Reynolds
Joseph Schildkraut
Cecil Kellaway

REGINALD OWEN • CONSTANCE COLLIER • HILLARY BROOKE
Produced by Paul Jones • Directed by George Marshall
Screen Play by Melvin Frank and Norman Panama
Based on the Novel by Booth Tarkington

A Paramount Picture



QUESTION: "When mother sends me to the store, grownups crowd in and steal my turn. What can I do?" Here, Juvenile Juror Glenn Mark Arthurs, 6, blurts reply

as the other jurors volunteer. Glenn's suggestion was drastic: "Why doesn't the boy catch the measles? Then all the other people would have to run out of the store."

JUVENILE JURY

Kids make a radio hit with quizzes on lipstick, spanking and shopping

Radio's newest hit show, featuring a panel of five children from 6 to 11 years old, is *Juvenile Jury* (Mutual, 8:30-9:00 p.m. EDT Saturdays). Unlike the Quiz Kids, the Juvenile Jurors include no prodigies. Instead of answering such questions as, "What is a raptorial?" they tackle the everyday problems of childhood. Samples: "When is a girl old enough to start wearing lipstick?" "Should mother or father do the spanking?" One recent problem was submitted by a girl of 11. "Every

Saturday night," she complained, "my parents leave me to take care of my three younger brothers. It is very dull except when the babies start crying for different things. What should I do?" The Juvenile Jurors sailed into this one with characteristic vim. "Spend half your allowance and get a baby-sitter," one juror advised. "Tickle the babies' feet," said a second. "Play gin rummy," said a third. Eleven-year-old Buddy Robinson urged her, "Get a boyfriend over and then play post office."



AFTER GLENN'S SALLY (see picture at top), Maryann Maskey, 8, screeches with delight. She recovered enough to advise the boy to "go to the store on stilts . . . then he'd be bigger and the old folks wouldn't dare jump ahead of him in the line."



WELL PLEASED with the reaction to his answer, Glenn grins happily at hilarious studio audience as Francey Aransohn, 10, prepares to give own reply. Francey, known as the "juvenile Dorothy Thompson," advised the boy to go to a self service market.

CONTINUED ON PAGE 59

Meat

You're right in liking it because
it contains so many things that are good for you.

It's the perfect food for a picnic or a party.
It's bacon, grilled over the coals.

It's the best food for a healthy diet.
It's the best food for a healthy diet.

It's the best food for a healthy diet.
It's the best food for a healthy diet.

It's the best food for a healthy diet.
It's the best food for a healthy diet.

It's the best food for a healthy diet.
It's the best food for a healthy diet.

It's the best food for a healthy diet.
It's the best food for a healthy diet.

AMERICAN MEAT INSTITUTE

Headquarters, Chicago; 10 members throughout the U. S.



The best reason that the
nutritional statement made

is the best reason that the
nutritional statement made



**Sh-h! Engines Please
Hum Quietly!**

...they will - if they're Mobiloil Clean!

The point is: NEW Mobiloil has amazing cleaning properties that make engines cleaner, quieter, smoother-running! Protect your entire car—get Complete MIDSUMMER SERVICE, at your Mobilgas dealer's!

A Mobiloil Clean engine is doubly important now—in midsummer! It means you're fully protected against hot-weather wear!

With NEW Mobiloil—pistons, rings, valves are freer of fuel-wasting, power-wasting deposits. Your engine is safer, runs better! You save on gas!

For summer driving at its best, get NEW Mobiloil and your Mobilgas dealer's midsummer check-up of battery, tires, other vital car parts! Stop at the Sign of Friendly Service today!

SOCONY-VACUUM OIL COMPANY, INC.
and Affiliates: Magnolia Petroleum
Company, General Petroleum Corporation



Don't Just "Change Oil"—Change to

NEW Mobiloil

At the Sign of Friendly Service!




TUNE IN BENNY GOODMAN AND HIS ORCHESTRA, MONDAY EVENINGS, 9:30 E.D.T., NBC



GLENN IS SERIOUS, staring into the microphone. Shortly afterward, the 6-year-old, the most unpredictable of the jurors, whistled and blew into mike, broke into announcer's blurb and mugged studio audience into near-hysteria.



GLENN IS CURIOUS, peeking at Quizmaster Jack Barry as Barry asks his nickname. Dumpy, says Glenn, adding he owns toy dump truck. Dumpy pretends not to hear, startles Barry with quick replies. He wants to be a marine.



GLENN IS IMPISH, rolling eyes drolly to ceiling for Francey's benefit. When a mother asked Jury what she could do to cure her son of making funny faces when she is in public, Glenn advised her simply: "Leave him home."

Are you in the know?



What's smart strategy for "baby-sitting"?

- ☐ Pack junior off to bed
- ☐ Be a stand-in for his Mom
- ☐ Ask your gang over

Minding the neighbors' small fry can be good business. If you have "savvy"! Ask your librarian for leaflets on games, stories, play materials. In short, take a real interest in junior: be a stand-in for his Mom. You can get together with the gang some other

time . . . and even at "trying" times you'll feel fluster-free, with Kotex. The special, flat tapered ends of Kotex don't show. Those flat pressed ends prevent revealing outlines, so forget your fears . . . let Kotex keep your secret!



How to rate on a first date?

- ☐ Sling a sharp line
- ☐ Be a listening-post
- ☐ Learn his interests

Being a dumb bunny, or too-too clever, can scare your new squire away! Learn his interests. Talk them over . . . and he'll soon be mighty interested in you. It's all a matter of forgetting about yourself; an art you can master on "problem days," as well. Just count on Kotex and the extra protection you get from that special safety center. An exclusive Kotex feature that gives you poise . . . protection plus. With no dread of accidents to heckle you!

This fetching neckline's for you, if—

- ☐ You're the tomboy type
- ☐ You shun a suntan
- ☐ You watch your posture

Your shoulders are showing! Or will be, when you see the swoonsation this new neckline creates! It's for you, if you watch your posture. So bone up on workouts that square droopy shoulders, correct "hat-rack" shoulder blades. Don't let down on "those" days; for exercise—and Kotex—help you keep comfortable. There's lasting softness in Kotex, the napkin made to stay soft while wearing. And Kotex contains a deodorant, to help you stay dainty.

*More women choose
KOTEX* than all other
sanitary napkins*



A DEODORANT in every Kotex napkin at no extra cost



Prepared

"Thanks a lot, pal . . . that feels better already."

"Don't thank me . . . give credit to the Scout's motto—'Be prepared.'"

Every household *can face accidents much more confidently if it is "prepared" with a well-stocked medicine cabinet.* Especially when that cabinet is filled with packages marked Rexall. For

that's a sure sign that every item is top quality—repeatedly tested for purity and potency by exacting United-Rexall Laboratories.

Your doctor insists on dependable products—and your friend the Rexall druggist is well equipped with hundreds of Rexall drugs and companion products to fill every prescription *faithfully.* More than 10,000 independent

pharmacists across the country are joined in distributing Rexall products. You'll find it pays to get acquainted with the Rexall drug store in your neighborhood. United-Rexall Drug Co. Home Office, Los Angeles, California. In Canada, Toronto, Ontario.

* For music you love, tune in Wayne King and his orchestra, every Friday, 9:30 P. M., Eastern Daylight Saving Time, in the summer Rexall Radio Show over the Columbia Network.

REXALL FOR RELIABILITY

Rexall
DRUGS

**PHARMACEUTICALS
HOUSEHOLD REMEDIES
TOILETRIES**



AGHNIDES HOLDS RUBBER AND METAL AERATORS

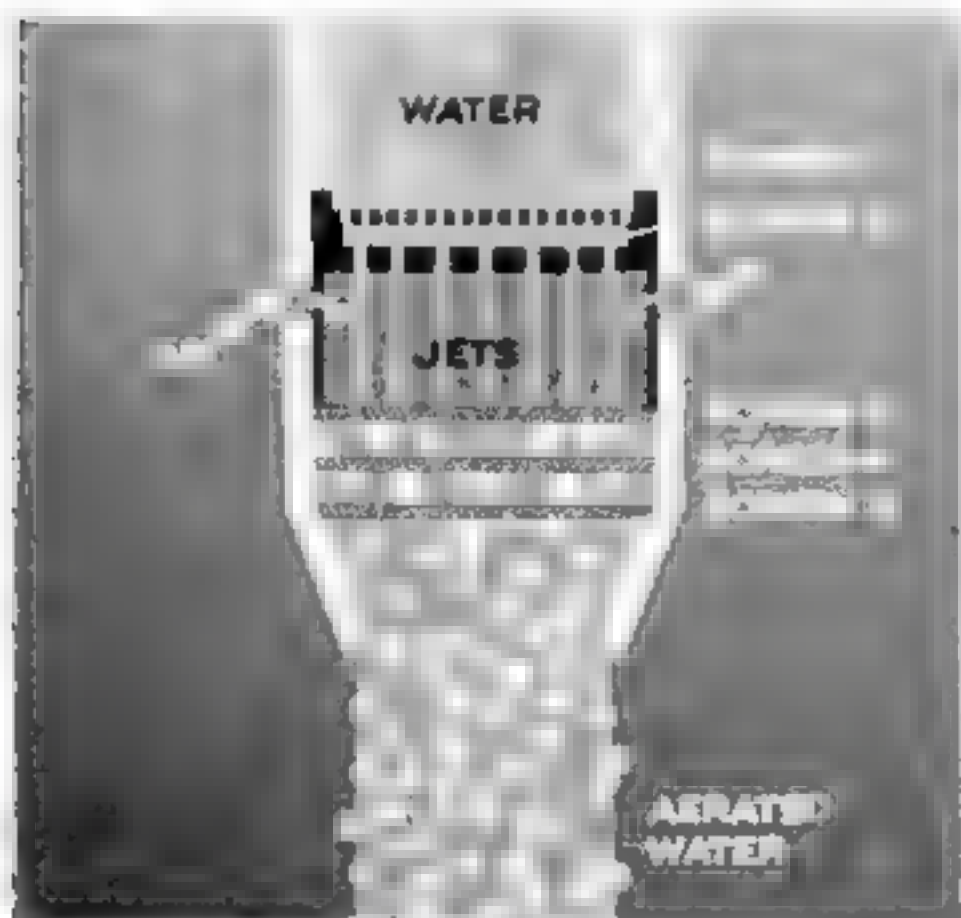
WATERFALL FAUCET

Miniature aerating plant makes tap water foamy and splashless

Elie P. Aghnides, a Greek inventor, was staring at a waterfall one day. Why is it, he asked himself, that water from a tumbling mountain stream tastes better than water from a pipe? Answer: the waterfall aerates the water, breaking it into a bubbly foam. Aghnides made up his mind to put a waterfall in every home.

To build his household waterfall Aghnides placed a series of screens in a vented pipe. This made the end of a faucet a tiny aeration plant. He was surprised to find that in copying the waterfall he had improved on nature, for the water which emerged from his invention was not only bubbly, clear and soft to touch, but it lathered quickly with little soap, rinsed dishes faster and did not splash. The air bubbles in the stream carried away foreign tastes and odors and restored to the water the dissolved oxygen lost in the pipes.

Though 100,000 Aghnides aerators were made in Europe before the war, it was hard to convince U. S. firms that any man could build a better faucet. But today several are building metal aerators in their faucets and Firestone will soon produce rubber ones which can be slipped over existing taps.



TAP DIAGRAM shows how two top screens form jets which drag in the air. Bottom screens mix air and water.



FOAMY SHOWER FROM AERATOR cascades over girl, clinging to her body instead of splashing off

Picture by high speed camera shows large air bubbles in foam mixture. Aghnides plans to make big shower heads.



Neet—keeps you sweet as an Angel!

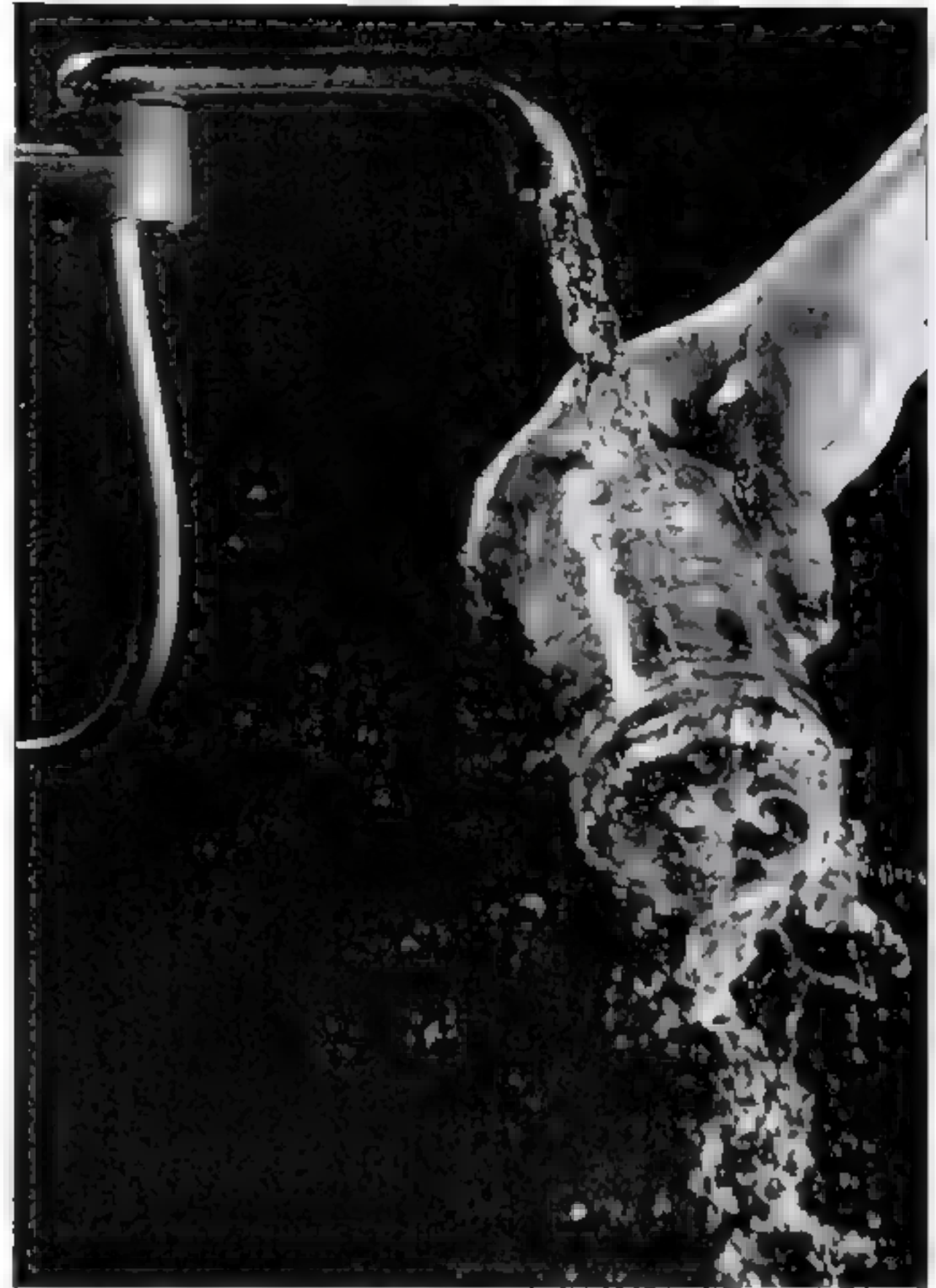
Neet, the new cream deodorant, does its work in a twinkling... *stops* perspiration and perspiration odor instantly... harmlessly... effectively. Neet is such a luxurious deodorant cream to use. Tip your finger into Neet, it's like whipped cream. Delicately perfumed. Cool. Spreads like a dream and vanishes! Buy a trial jar. Compare it with your present deodorant. You'll love using Neet... and remember, Neet keeps you *sweet* as an Angel!



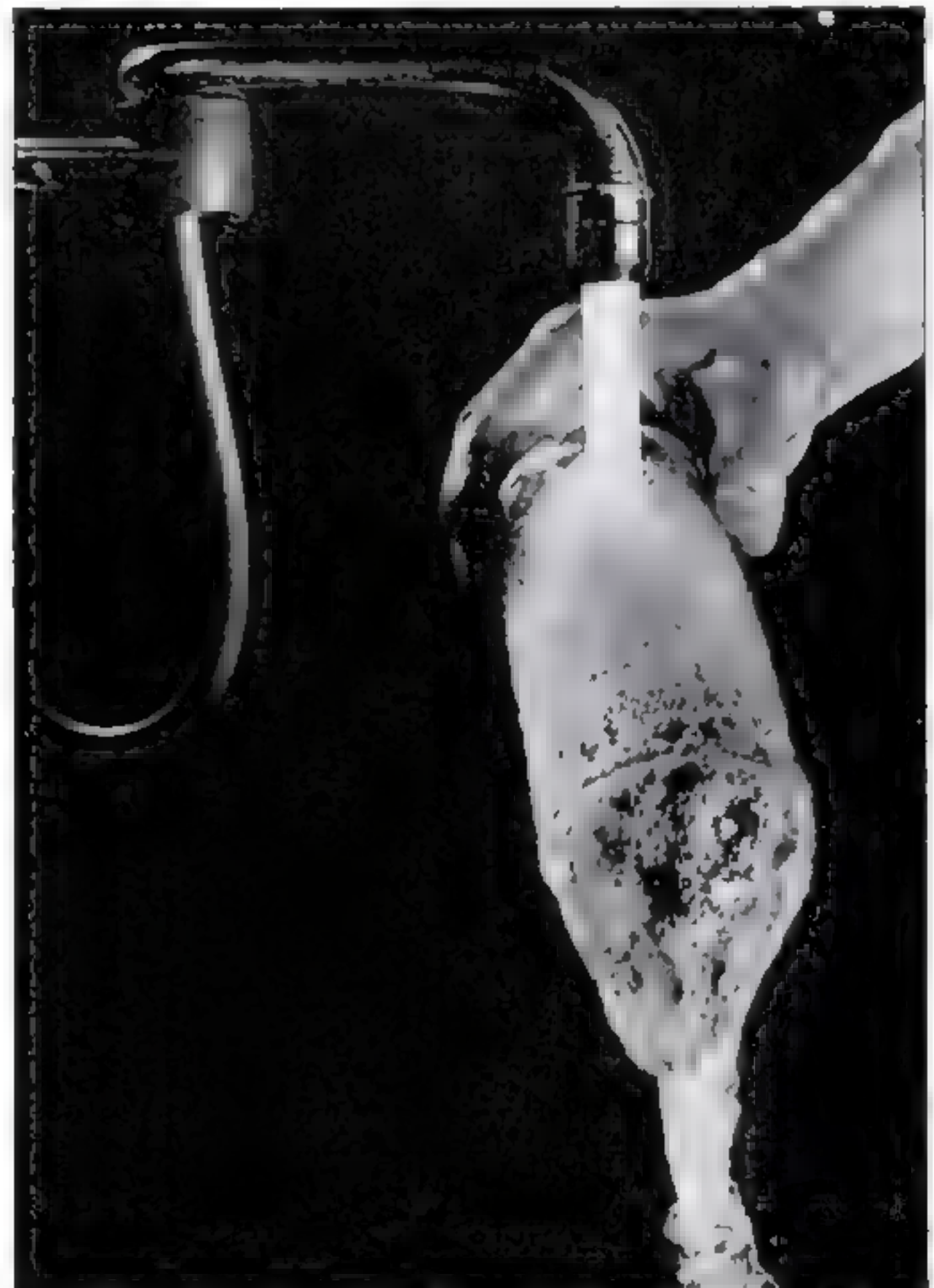
Neet Cream Deodorant

Now in three sizes: 10¢, 25¢, and 43¢.

Waterfall Faucet CONTINUED



WATER SPLASHES when it flows from an ordinary faucet and hits glass. Much of it is wasted. Rinsing action is spotty and soap is difficult to remove.



WATER CLINGS TO GLASS when it flows from the aerator faucet. Air bubbles form cushion and prevent splash. Soap particles lather, wash away.



There's Only One Answer to the \$64 QUESTION

... It's An *EVERSHARP!*

It's an EVERSHARP, of course... a perfect double play for any gift occasion. EVERSHARP's big, 14-karat gold Magic Point truly personalizes your writing... lends that variety of shading that makes your signature—*you!* And it writes so smoothly, it's actually *silent!* Magic Feed prevents ink flooding or

leaking high in a plane... so of course at ground level too... The matching EVERSHARP Repeater Pencil feeds new points like a machine gun when you click the Magic Button with your thumb.

Available in DuPont. Blue, Brown, Green, Grey or Black. Compare!

TUNE IN Phil Baker in 'TAKE IT OR LEAVE IT'—CBS, Sunday Nights
Ann Sothern in 'MAISIE'—CBS, Friday Nights

Give *EVERSHARP*—and you give the finest!

© 1956, Eversharp, Inc.

EVERSHARP
Skyliner Set

\$875

Pen alone—\$5.00
Repeater Pencil—\$3.75

ONLY ONE GUARANTEE
If Your EVERSHARP Ever
Needs Service, We Will
Put It In Good Order For
35¢. This Service Is Guar-
anteed... Not For Years
... Not For Life... But
Guaranteed Forever!



"Krene" is Queen!

For Strength...for Durability...for Beauty!

BEAUTIFUL today... beautiful for years to come... Your "Krene" brand plastic shower curtain with its amazing durability will keep on giving you pleasure into the far-distant future. There's a "looking-ahead" beauty for your bathroom in the new "Krene" shower-curtain prints... some as clean-cut and decisive as chromium... some as delicate as frost patterns... particularly arresting against the shimmering "Krene" plastic fabric backgrounds. The design in the picture below is "Lace Stripe"... All "Krene" shower curtains have matching window curtains.



"Krene" shower curtains won't mildew, won't stick together, won't cling to you. They are waterproof and spot-resistant. Their translucent beauty stays "young."

Tested for Color Durability

"Krene" colors stand up beautifully against sunlight. The plastic fabric in "Krene" shower and window curtains must pass this test for color durability: continuous exposure to ultraviolet light for many days. That's like many months of exposure to sunlight in your bathroom.



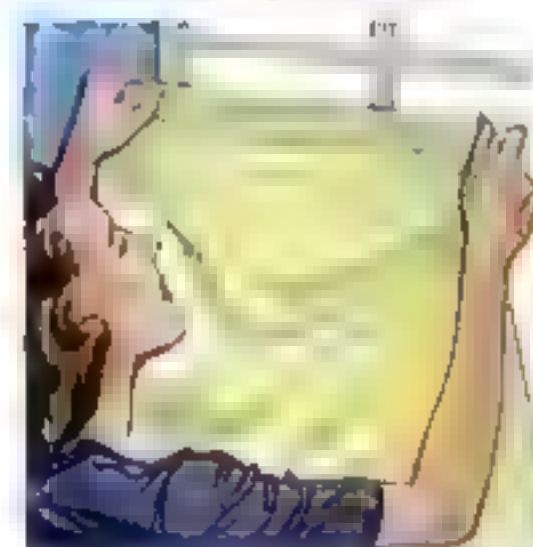
Prolonged Exposure to Hot Soapy Water

In another test, hot soapy water beats unceasingly against "Krene" plastic fabric for days and days, each day corresponding to months of use. No wonder your "Krene" brand plastic shower curtains retain their clarity, flexibility, and glowing beauty so long.



"Krene" Shower Curtains Are Doubly Strong!

The "Krene" fabric itself must withstand pulling tests of 2200 pounds per square inch cross-section. Heat-sealed seams, developed in the "Krene" plastics laboratories, are even stronger than the fabric! The material in a "Krene" shower curtain will support the full weight of a grown man.



WHY "KRENE" PRODUCTS GIVE YOU THIS SUPERIORITY...

● The makers of "Krene" products grew up with plastics. Constant large-scale research adds to their knowledge and skill in handling plastic fabrics.

Plastic products are vastly different from textile products. To stand up under long hard use, and to retain their pristine beauty, they must be *engineered*, as well as *styled*. "Krene" products are designed by outstanding stylists and plastics engineers, working together as a team. That's why they *live up to their looks*... why it pays to insist on the "Krene" label.

Shower curtains, bathroom window curtains, and aprons may be in your department store now. A growing list of beautiful and useful products is on the way.



NATIONAL CARBON COMPANY, INC.

30 East 42nd Street, New York 17, N. Y.
Unit of Union Carbide and Carbon Corporation



"Krene" is a registered trade-mark of National Carbon Company, Inc.



CLASPING 600-YEAR-OLD SYMBOL OF SOVEREIGNTY, THE SWORD-BEARER PRECEDES THE LIEUTENANT GOVERNOR INTO CHURCH OVER TRADITIONAL PATH OF REEDS

ISLE OF MAN

**Its Parliament meets in the open
air in 1,000-year-old ceremony**

Like the Vikings 10 centuries ago, the tradition-loving British of the Isle of Man met in the open on Tynwald Hill on July 5 to hear the laws passed by their local Parliament which, after Iceland's, is the oldest in the world. The procession to the hill was led by the sword-bearer, followed by Air Vice Marshal Geoffrey Bromet, the new lieutenant governor. They followed the same path, 365 paces long and strewn with reeds to ward off evil, that "Orry the Dane" walked a millennium ago.

By custom any Manxman could protest at this time against any injustices of law.

Besides tailless cats, the Manxmen also possess some of the world's best tales. They say their island was formed when Finn MacCool, an Irish giant, hurled a clod of earth across the Irish Sea at a Scottish giant—and missed. Later the Little People came and they are honored with a bridge. Whenever a Manxman passes, he tips his hat and says, "Good day, Little People, I wish you well."

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Powder for my
family*



Ask your Doctor or your
Druggist about a skin-soothing formula
with these active ingredients.



KEYSMEN place sprig of "wort", a ragweed, in their lapels to chase away evil spirits. The 24 Keysmen in the Lower House are elected by the 52,000 Manxmen. Their laws must then be sent to the British "mainland" for approval by the King.



SOLEMN PROCESSION, led by sword-bearer, marches between stiff lines of sailors from St. John's Church to Tynwald Hill for reading of the laws. The reed-strewn path is 365 paces long, each pace representing a day in the year.

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FOR SAFETY and QUALITY**

• If you suffer from itching skin discomforts, get speedy, helpful relief by applying MERITT Powder, a proven Pharmacist's prescription recommended by many satisfied users for over 15 years.

MERITT is easy to apply... soothing to the skin... a welcome friend to all who suffer from annoying minor skin irritations... a proven medicated powder for every member of the family. A "MUST" in your home.

Ask your Druggist
... He knows.

Meritt Powder is easy and economical to apply. Tilt and press the center of the package and the powder sprays from the sifter top without waste.

*... and I use it
for relieving chafe
and easing my
feet after
shopping*

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THE PIPE TOBACCOS YOU CAN INHALE



PROVED IN THE LABORATORY! Laboratory measurement of the irritation in the smoke, indicates that the average of six other leading popular pipe tobaccos is over three times as ir-

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Try Both—in Your Pipe
**SEE WHICH
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Some smokers blend the two

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THE FLAVOR'S IN—
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BOND STREET tobacco contains a rare aromatic mixture never before used in popular price blends. It's truly aromatic. REVELATION is a magnificent blend of 5 choice tobaccos cut 5 different ways. Both have delightful flavor and aroma—yet each is entirely different! Both are so mild and gentle, you can actually inhale them, if you wish. Try BOND STREET and REVELATION—see which you like best!

BOND STREET

A genuine and very different aromatic mixture never before used in popular-price blends. Here is tobacco with wonderful flavor and aroma, even non-smokers approve. Smooth, cool and clean-burning.

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the highball **BRANDY**

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California grape brandy 84 proof. Cresta Blanca Wine Company, Inc., San Francisco.

Isle of Man CONTINUED



FIRST THE DEEMSTER of the Isle reads the laws that have been made by the Parliament in both Manx and English. Deemster is a justice, so-named because in past centuries he pronounced laws from memory, beginning "I deem it."



CLERGYMAN reads laws in Manx, ancient Gaelic tongue, which only about 20 Manxmen speak fluently today. He is on Tynwald Hill, built up since Viking days of mounds of earth brought from each of the Isle's 17 parishes.



THE REEDS are scooped up as souvenirs by visitors after the ceremony. Reeds are supposed to keep away any evil spirits and are contributed each year by the same estate which in ancient times paid its entire rent in reeds.



Double Picnic!

You can double your picnic fun when you go there on bikes. Because just riding the open road on a bike is a picnic in itself! Especially when you breeze along on smooth-riding bicycles equipped with New Departure Coaster Brakes.

Lightweight New Departures give you longer coasting action—and have the potent power to stop at the blink of an eyelash. You'll find cycling's more fun in every way when you give your bike a break with the New Departure Coaster Brake—"The Brake of the Day."

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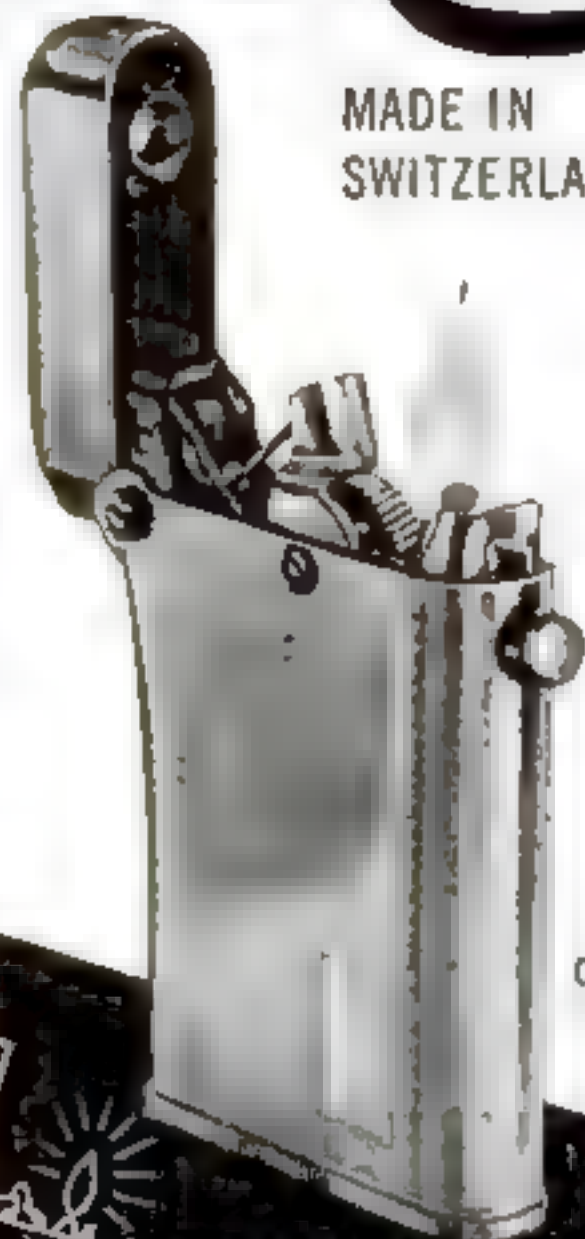


New Departure
Coaster Brakes

New Departure, Division of General Motors, Bristol, Conn.

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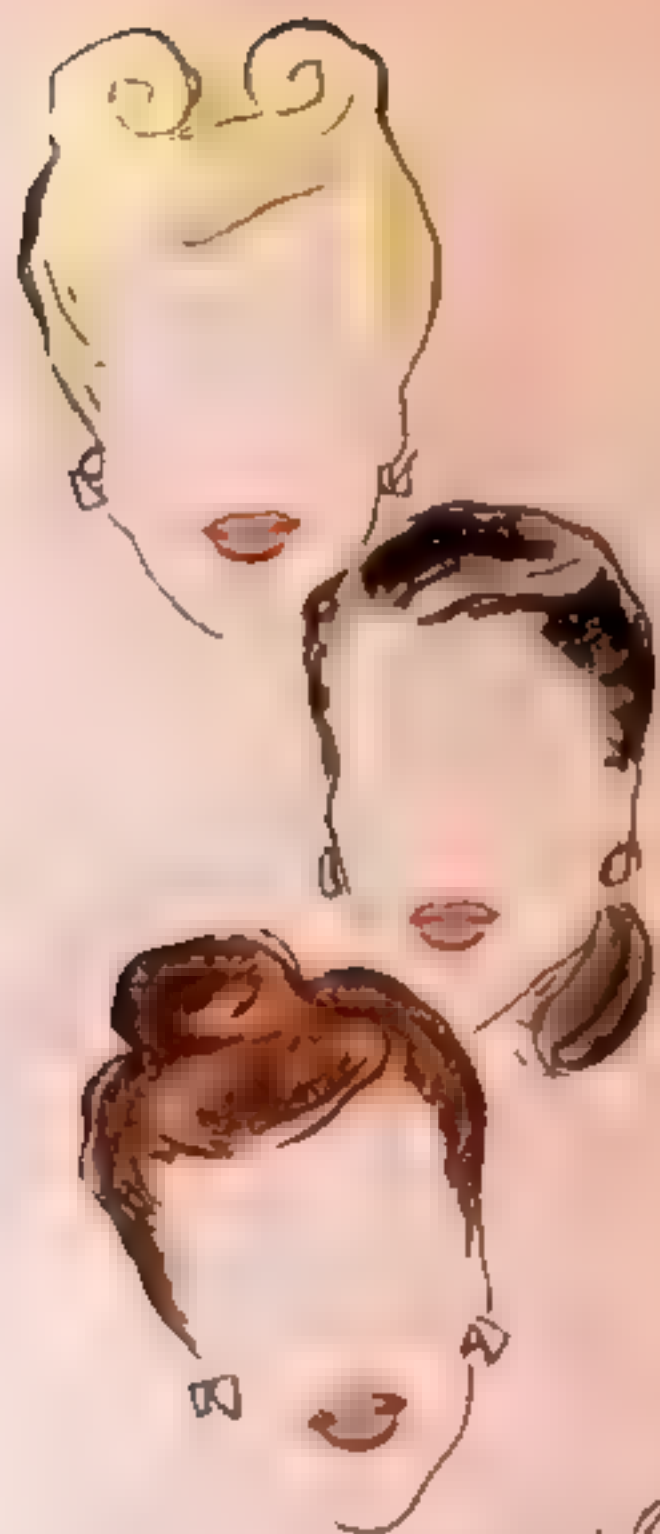
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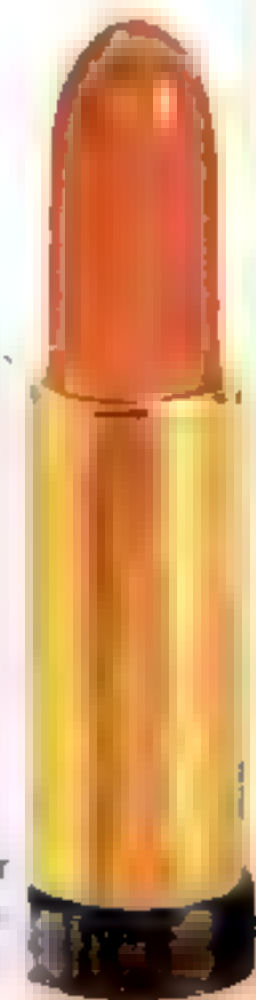
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START YOUR DREAM HOME
TODAY WITH A LANE

The Gift That Starts the Home



FOR YOUR SWEETHEART

No. 2120. This chest beautifully combines American Walnut and Walnut stump with exotic Oriental wood and African Zebra wood. Equipped with Lane patented Automatic Tray.

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Ideal Gift for Mother, Daughter or Sister

No. 2087. American Colonial design. Lovely Honduras Mahogany exterior with top rubbed to soft satin finish. Equipped with Lane patented Automatic Tray.

Your real home! A dream in your heart ... plans shared together ... fulfillment of your romance! Begin this home of your dreams *now* with a Lane Cedar Hope Chest ... the gift that starts the home.

Your very own Lane, and the precious treasures it protects, hold happiness for you throughout the years. Remember, Lane Chests are made in many beautiful styles, and are available at a wide range of prices, for your selection.

IT'S LOVE FOR KEEPS WITH A LANE
the Only Tested AROMA-TIGHT Chest in the World!

Your keepsakes are forever safe with Lane. It is the *only* chest that has *all* these guaranteed Moth Protection features: 1. Tested aroma tight protection. 2. Exclusive aroma tight features. 3. Half of 2 1/2 inch Aromatic Red Cedar in accordance with U.S. Government recommendations. 4. New, waterproof, Lane-welded veneers will not peel. 5. Chemically treated interiors *even* aroma flow, prevent stickiness and add life to the chest. 6. Free moth insurance policy written by one of the world's largest insurance companies. The Lane Company, Inc. Dept. L, Alhambra, Virginia. In Canada: Knechtels, Ltd., Hanover, Ontario.

A MILLION MAIDENS YEARN FOR THIS ROMANTIC LOVE GIFT

LANE *Cedar* HOPE CHEST

THE GIFT THAT STARTS THE HOME





GREGORY PECK AT DENNIS, MASS. STUDIES HIS LINES WHILE TWO VERY YOUNG ADMIRERS STUDY PECK

SUMMER THEATER

BOBBING UP AFTER THE WAR, IT PARADES BIG NAMES AND HAS ITS BIGGEST SEASON

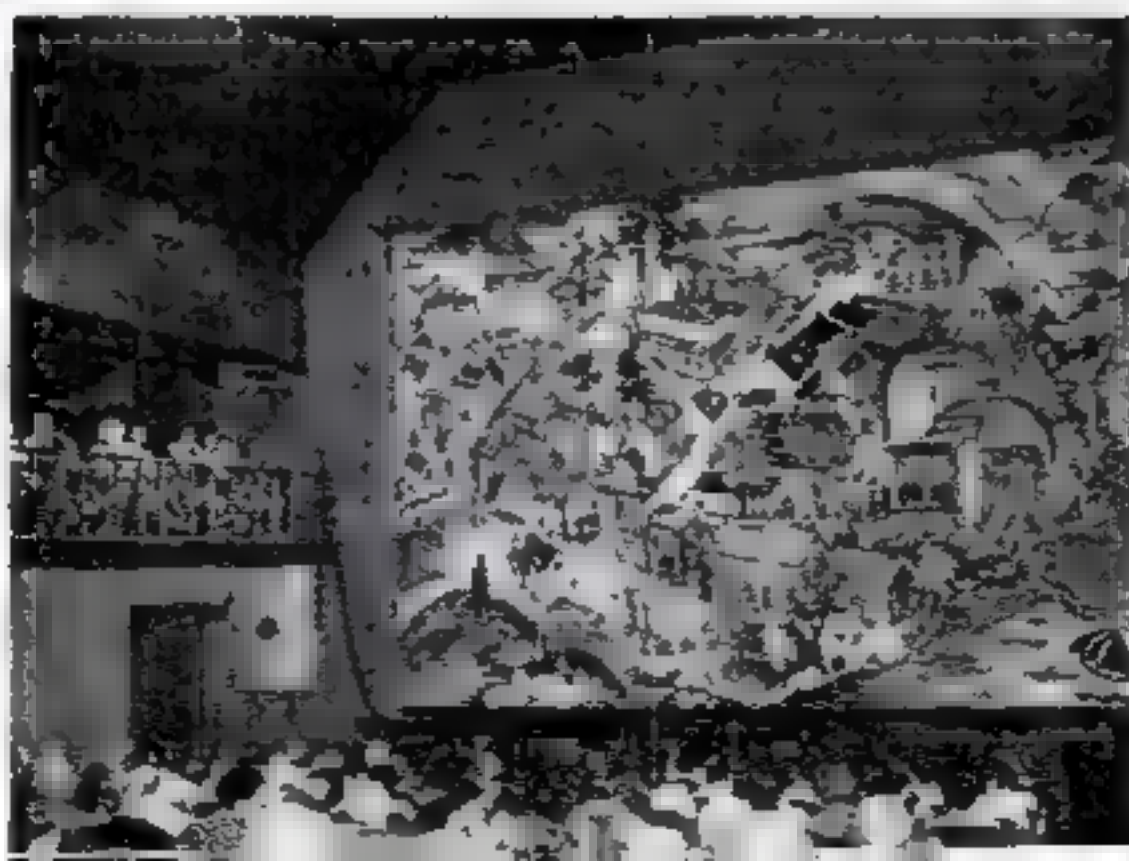
PHOTOGRAPHS FOR LIFE BY EILEEN DARBY

Like grass that grows faster after being cut, summer theaters after being mowed down during the war have sprouted up this season, thicker than ever. More than 125 straw-hat theaters now adorn the eastern seacoast and at least 50 more are spread across the land. Just as they used to do, they vary from dreadful corn to good fun and give such Hollywood stars as Gregory Peck (*above*) a chance to try their luck in first-rate plays like *The Playboy of the Western World*. Peck's return to Cape Cod, where he had already played four years ago as an obscure actor, attracted packs of autograph hounds. Two pictures of Peck were posted outside the theater for one day, were ripped from their frames during the night. In their place two quarters

were left with this note, "Hi, handsome, we couldn't resist these two beauties. Welcome back to your old domain."

Summer theaters seem destined to become a permanent part of the American landscape. Springing up in barns, movie theaters, churches, dancing pavilions, town halls and old mills, they make audiences feel relaxed and carefree. Some, like the Bucks County Playhouse in Pennsylvania (*below*), have real rustic beauty. Generally, they maintain a resident acting company, embellished now and then by a visiting star. As a testing ground for new plays, summer theaters have not been too successful, but they offer young actors and directors a chance to learn their business and to have a fine time doing it.

BUCKS COUNTY PLAYHOUSE IN NEW HOPE, PA. - BIG AUDIENCE AWAITS HAYES'S SHOW AT BUCKS COUNTY - ACTORS HAVE PARTY AT NEW MILFORD, CONN.





PECK IS DISGUISED as a girl by June Walker (right) to save him from the angry villagers who have discovered he is a wild liar.

PECK ACTS IRISHMAN

He is "Playboy of the Western World"

Like most movie stars who have been on the stage, Gregory Peck hankered this summer to act in a real play. He chose to return to the little Cape Playhouse at Dennis, Mass. in J. M. Synge's modern Irish classic, *The Playboy of the Western World*, which started riots in a Dublin theater where it was first presented in 1907. Peck acted a jaunty vagabond who boasts of killing his father in a potato patch, thus symbolizing the Irishman's contempt for authority. Peck's old Cape Cod friends found him simple and friendly despite his Hollywood success (see pictures in band at bottom), and critics found his acting excellent after he got over his first-night shyness.



HIS "LITTLE FEET" are admired in the play by pubkeeper's daughter (Beatrice Straight), who loves him for being a bold lad.



PLAYBOY'S DOWNFALL comes when, after he has boasted of killing his cruel father, the "dead"

father (Louis Hector) turns up in an Irish pub and starts to beat his son (Christy), denouncing him for



PECK PHONES daily to his wife in Beverly Hills, Calif. from office of the Cape Playhouse. She is expecting their second child in August.



PECK BORROWS cobbler's bench for snow from



being a good-for-nothing. Christy's sweetheart tries to hold back the old man's club, but Christy soon rises to de-

fend himself, shouting "Keep off . . . lest I do show a blow unto the lot of you would set the guardian angels

winking in the clouds above." When he finally beats his father, Christy loses his friends but wins his self-respect.



a friend's house. His helper is Prop Girl Bunny Lee.



PECK PROPOSED to his wife here four years ago in the home of Mrs. Charles Hayden, where he stayed this trip for old time's sake.



LOBSTER FISHING, Peck grabs a big one with Ben Walker, a fisherman who befriended him before his fame. Peck is wearing Ben's shirt.



HELEN HAYES as Alice Sit-by-the-fire plays the role of a mother who meets three children after a long sojourn in India. Her son Cosmo (Charles Nevil) teaches her how to hold her baby by making her practice with a sofa cushion slung over one shoulder.



SPYING on her mother, Alice's daughter Amy (Mary MacArthur, right) and her girl friend (Bethel Leslie) believe she is planning a sinful rendezvous with Steve, an innocent young friend of the family. The youngsters get their ideas from seeing too many plays.



IN HIS BACHELOR FLAT Steve (Donald Murphy) is served by his half-starved little slavy (Patricia Kirkland) with whom he generously shares his chops. It is here that Amy comes to save her happily married mother from having an imagined affair with Steve.



FOR A HAPPY ENDING Alice allows her daughter (center) to believe that she has arranged a reconciliation between Alice and her husband (John Williams). To save her children from any more such foolish notions, Alice resolves to be a sit-by-the-fire mother.



MARY MACARTHUR, DAUGHTER OF HELEN HAYES, PLAYS WITH HER MOTHER IN A COMEDY ABOUT A WOMAN WHO LOSES AND WINS BACK HER CHILDREN'S AFFECTION

DAUGHTER'S DEBUT

Helen Hayes acts with Mary

For many of her 16 years Mary MacArthur, daughter of Helen Hayes and Playwright Charles MacArthur, has wanted to be an actress like her mother. Last month Mary had her chance, playing with her mother in James M. Barrie's *Alice Sit-by-the-fire* at the Bucks County Playhouse, New Hope, Pa. Mary

is the "Act of God" baby whose arrival in 1930 terminated Miss Hayes's tour in *Coquette* and caused a famous law suit. While she enjoyed her first big night on the stage, her mother was in such a state that even while giving a superb performance she inadvertently called most of the actors "darling."



AS HENRY THE LADY KILLER, EDWARD EVERETT HORTON GRABS FOR THE KNEE OF MRS. JELLIWELL (MURIEL HUTCHINSON), COLLIDES WITH HER COCKTAIL GLASS

OLD FAVORITE

It is "Springtime for Henry"

Springtime for Henry, by Benn Levy, is a straw-hat classic, and king of all the Henrys who ever played it is Edward Everett Horton. Ever since 1932, Horton has periodically interrupted his movie and radio jobs to do Henry from coast to coast as well as in summer theaters. The photographs on this page were

taken at the Playhouse, Ivoryton, Conn., during his latest tour. *Springtime for Henry* is a pure piece of silliness about a woman chaser who is reformed by a prim young secretary. Clowning and mugging without shame, Horton's Henry still seems as enjoyable to summer audiences as a tall Tom Collins.



SURROUNDED BY ART which reflects his chief interest, Henry informs Jelliwell (Matthew Smith) that he is flirting with his wife. Jelliwell is completely unperturbed.



FLIRTING AGAIN with Mrs. Jelliwell at the play's end, Henry capers in shawl given to him by his prim secretary, who persuaded him to substitute flower paintings for nudes.



TILLY LOSCH AS SALOME SCOWLS AT HEAD OF JOHN THE BAPTIST (JOHN MORRIS), WHOM SHE HAD DECAPITATED BECAUSE HE WOULD NOT SUCCUMB TO HER CHARMS

NEW EXPERIMENT

Tilly Losch plays in "Salome"

Through sad experience most summer directors have learned that their audiences prefer tried and true Broadway hits. But sometimes they strike out with fancy experimental shows like Oscar Wilde's *Salome*, given this month at the Theater in the Dale at New Milford, Conn. Salome herself was played

by Tilly Losch, who came from Hollywood especially to do the famous dance. When she greeted the head of John the Baptist on a platter, a suitable gasp rose from the audience, though the head was made of plaster. LIFE's photographer used a real head (above) with actor's body concealed by black cloth.



BUILDING SCENERY, the Yale Players on Nantucket use a backyard for workshop and enlist helpers, like the girl with the hammer, from holiday visitors.



ANIMAL MASKS for a future production *Noah*, are made by Players in kitchen of the inn where they all live. Only girl in troupe is Mrs. Thomas Noyes, fitting mask on her husband.



BRAVE ACTORS PRACTICE FALLS FOR FARCE, "ALL THE COMFORTS OF HOME," DIRECTED BY BURTON G. SHEVELOVE (IN GLASSES), FORMER YALE "DRAMAT" COACH

FUN IN NANTUCKET

Yale Players put on six shows

For wonderful summer fun the Yale Players have found the formula. It began when 17 members of the Yale University Dramatic Association, most of them undergraduates, took over the Casino at Siasconset, a seaside colony on Nantucket Island, and decided to put on six different shows during July and

August. Five members gave \$200 apiece to start off. After they are paid back everyone will share the profits. Except for one wife, there are no girls in the troupe, which lives with simple but kingly freedom in an old inn. Necessary actresses are recruited from the summer visitors with no difficulty at all.



YALE PLAYERS CAVORT DURING
REHEARSAL ON NANTUCKET SAND



SALESMAN DART stands behind counter of one of the 550 United-Rexall drugstores which he controls as president. To those who made fun of drugstores for selling everything but drugs he replied by selling still more things: nylon stockings, toys and dog food.

SUPER DRUGGIST DART

A handsome ex-football hero from Chicago who married a beautiful ex-movie actress from Hollywood is the head of huge United Drug

by ROBERT SELLMER

THE current hero of the Los Angeles Chamber of Commerce is a young, ruggedly handsome businessman named Justin W. Dart, who enchanted local boosters last year by turning down the \$150,000-a-year presidency of Montgomery Ward for the \$75,000-a-year presidency of United-Rexall Drugs just so he could live in southern California.

To keep Dart from accepting the Montgomery Ward offer, the directors of United-Rexall had to move their home office from Boston to Los Angeles, but they tore up their roots willingly, convinced that the migration was more than worthwhile.

At 38 Dart is the nation's No. 1 chain-drugstore tycoon. As an executive of Walgreen's drugstores, prior to his association with United-Rexall, he helped make that business the best in its field by looking the old "my-God-what-will-they-sell-next" drugstore joke straight in the eye and then developing it until some of his emporia could scarcely be distinguished from department stores. When he left Walgreen's and went to United he reorganized that conservative firm, spent money freely and had the satisfaction of watching United stock rise from \$2.88 in 1941 to \$16.88 in 1946, even after a two-for-one split.

Dart himself has a simple explanation for his business success. "Hell," he says, "the only reason I got on so well at Walgreen's was that nobody with a grain of sense would go into the drug business in 1929." Dart went into it solely because a campus romance had ended in his marriage to Ruth Walgreen, daughter of the chain-drugstore wizard, Charles S. Walgreen. Right here a cynical biographer might think he had discovered the secret of Dart's rapid rise. He had applied that tried-and-true formula for business success: marry the boss's daughter. Dart himself admits, "For the first year Mr. Walgreen practically carried me under his arm." During that year he rose from a \$25-a-week stock clerk to head of store operations for the entire chain, which at that time consisted of 375 stores.

But as an explanation for Dart's success, nepotism will not stand up. For presently, when he and the boss's daughter were divorced, the boss not only kept him on as general manager but left him a large share of the business when he died. By this time, under Dart's guidance, Walgreen's, with

less than half the assets of United Drug, was making half a million dollars more annual profit.

Dart's friends and business associates are agreed that his principal attributes are an untrammelled receptiveness to new ideas, an unusual knack of entrusting work to his subordinates and an extraordinary fund of energy, the last of these being his most obvious characteristic. Called Superman by most of his female help, Dart goes through an office with the impetuosity of a substitute running out on the field in the last two minutes of a 6 to 6 tie; papers blow off desks, doors slam and minor executives jump as though a charge of bird shot had ripped through their swivel chairs. This performance is by no means all show. Dart manages, in addition to getting through a day's routine in about four hours, to speak at dozens of conventions, prowl unceasingly through as many of his stores as possible and occasionally play basketball with his Rexall trainees. In his spare time Dart has piled up 2,300 hours flying time since he first soloed in 1935, much of it piloting company planes around the country. He is an indefatigable, and not unskillful, golf and tennis player, serves as a director of United Airlines and the American Broadcasting Company, and ropes calves if there is a calf-roping contest in the neighborhood. An abstemious man, he frowns on drinking by his employees, an attitude which has resulted in a tremendous increase in the consumption of gum and mints by all his associates.

"Make money, but have fun doing it"

DART hugely enjoys his arduous and manifold activities. He likes to tell his Rexall trainees, "Make money, but have fun doing it." Once when Dart was working with Walgreen's the advertising head of the Chicago *Herald-American* came into his office to sell him advertising space. Dart would have none of it but the man lingered and nothing Dart could say would make him leave. Dart had on his desk a large box of body powder and in one corner of his office a sand wedge that he kept around for practicing his golf swing. Placing the box of powder on the floor and taking up the sand wedge, the fun-loving druggist said, "My friend, if you don't get the hell

out of here, I'm going to blast this stuff smack in your face." The advertising man, unfazed by sales resistance, laughed hollowly but held his ground. Dart took the appropriate stance, swung and showered the ad man, himself and half the office with a cloud of beautiful pink talcum. Exhaling powder, the advertising man reached for the phone and asked for Mr. Walgreen. He glared triumphantly when, followed by his fluttering secretary, the boss poked his head into Dart's office. But the proper note was lost when Walgreen turned plaintively to his secretary and said, "Damn it, Mary, why can't we have fun like this in my office?"

Dart's childhood and youth show none of the signs of greatness that tycoons are always finding in their pasts. Born in 1907 in Evanston, Ill., he was raised in Hinsdale, another suburb of Chicago. His father, who died a few years ago, worked with a Chicago clothing firm and was sufficiently prosperous to give him a comfortable childhood (Justin grew up as an only child—two brothers died before he was 6) and send him to Mercersburg in preparation for Northwestern. Men who knew Dart in prep school and college recall that during his prep-school track days he carried a 56-pound weight and a 16-pound hammer wherever he went and hurled them at the unlikest moments, endangering the public safety but enabling himself to set several local records. In college his fame centered on the football field, where he was picked twice for a place on the All-Big-10 team. Dart's football background, however, is much more useful to toastmasters than it has been to Dart; they are able to include in all references to him plenty of good hit-the-line, carry-the-ball, play-the-game metaphors.

Dart first attracted the attention of U.S. businessmen in 1931, after he had been made director of Walgreen's store operations. Walgreen himself was a first-rate salesman. His drug chain had twice doubled in size between 1921 and 1929, but organization was lagging far behind expansion. Dart came into the picture when the time was overripe for drastic changes. Within a few years he made radical changes in the whole Walgreen purchasing and distribution systems, ruthlessly eliminated from the chain low-profit, high-rental stores and revamped store furnishings right and left.

To the layman, who forgets the comparatively recent evolution of the modern drugstore, many of Dart's innovations may not seem particularly dramatic, but to the druggist of the time they were shattering revolutions. One was the South Shore Soda Booth and Display unit, an innovation that is still discussed with respect at druggists' conventions. Dart had been disturbed by the idea of people munching sandwiches and sipping sodas surrounded by stacks of drugs and rubber goods, many of which provided the eater with highly uncomfortable reminders of human frailty. To combat this he came up with the deceptively simple idea of running a low wall down the middle of the store, with booths protruding from it on the fountain side and display racks on the other.

Walgreen officials were dubious when he brought up the idea, so Dart built one secretly and on his own initiative in a South Shore Chicago Walgreen's. When the gadget was finished he maneuvered his father-in-law into visiting the store. Mr. Walgreen's face turned bright pink. He circled the new setup for 15 minutes without saying a word and finally blurted out, "My God, boy, it's the greatest thing in the drug business!"

Dart pulled off his first really big coup in the period between Congress' repeal of Prohibition and the date Repeal officially went into effect. Walgreen's could get all the bonded whisky it wanted but customers still needed a prescription to buy a bottle. Dart knew that every doctor had a prescription book whose blanks were valid for the purchase of whisky and that many doctors made money selling these blanks to friends and small-fry bootleggers. When Congress put Repeal in the books Dart considered Prohibition morally ended and decided to take care of Walgreen customers immediately. He hired crews of agents who visited every doctor in Illinois and the surrounding states. They pointed out that since Prohibition was dead, doctors would have no further use for their blanks, hence might just as well sell them for what they could get. The agents secured tens of thousands of these blanks, which were then distributed to the Walgreen stores. All a thirsty man had to do was stop in Walgreen's and get prescription and bottle in one transaction. Mr. Walgreen was entranced by this operation. The company made about \$400,000 through Dart's foresight and on the strength of it Walgreen raised Dart's salary from \$75 a week to \$13,000 a year.

Walgreen recognized Dart's role in the rise of Walgreen's to its position

of top money-maker in the entire drug-chain field. When he died in 1939 (some time after Dart had divorced his daughter), he made his ex-son-in-law one of his principal beneficiaries. Dart himself was devoted to Mr. Walgreen and would undoubtedly still be with Walgreen's if the founder were alive today.

Walgreen thought, and nearly everyone else in the business believes, that Dart's greatest single contribution to the drug business is the so-called superstore, the backbone of the reorganizing job he is doing today with United-Rexall. The superstore, as its name implies, is a very large drugstore, broken up into many departments specializing in certain types of goods—Baby Needs, Vitamins, Pet & Vet, Books, Greeting Cards, Electrical and so on. This is another innovation that would seem quite elementary, but people in the drug business have publicly called it "the most radical change in drugstore retailing since the days of the apothecary shop."

Because Dart came into the drug business from the top, he is inclined to think in terms of superstores, financial reorganization and million-dollar expansion rather than baby-bottle nipples, licorice sticks and movie magazines. He had spent enough time, however, poking around his stores to know the problems facing his managers and Rexallites. When the addition of flat irons, picture frames, toy automobiles, golf clubs, stockings and other undruglike items to the already cluttered drugstore inventory threatened to unseat the reason of store managers, it did not occur to Dart to cut

down the items offered for sale. He reasoned that the more articles a store could sell, the more money it could make. The obvious answer was to simplify marketing so that more articles could be added if possible, and to this end the departmentalized superstore was created.

As far as Dart is concerned, there is no limit to the variety of articles that a drugstore can or should handle. The only limits drawn are those imposed by bulk, which rules out tractors and bedroom suites, and the reaction of the buying public, which for no clear-cut reason has declined to buy such items as paint and garden supplies at the corner drugstore. Dart will

try to sell anything that he can squeeze onto a counter, and if the customers buy it in satisfactory quantities it becomes a standard stock item in all his stores. This is very distressing to sentimentalists, who sigh for the days of hore-bond drops and globes of colored water in the windows, but the days when a man could earn a living running a simple apothecary shop are over, and Dart knows this very well.

Superstores vs. supermarkets

UNITED-REXALL is also experimenting with a self-service drugstore run on the lines of a supermarket, push-buggies and all. Although several such stores already exist in the South, Dart is worried by the fact that most drugstore items are small in size and hence easily pilfered, and he also feels that vitamins, patent medicines and the like should not be picked up indiscriminately but should be bought through a trained clerk who can give advice and temper dangerous enthusiasm. Until he can overcome these difficulties satisfactorily he intends to concentrate on his original superstore idea. To Dart the superstore means more than a spectacular merchandising scheme. It is a weapon direly needed to fight growing competition from such organizations as the A & P supermarkets, Sears Roebuck, department stores and other retailers who today are going seriously into the selling of drugs and drug products. This is probably a fitting revenge for the drugstore's invasion of so many other fields, but for a company in the circumstances of United Drug when Dart stepped in, it was a menace.

United Drug until 1943 was a large, formless and unhappy conglomeration of chain stores, drug-manufacturing companies, candy factories, rubber manufacturers, stationery makers and 10,000 independent druggists holding franchises giving them the exclusive right to sell the Rexall line of drugs and patent medicines. It was founded by Louis K. Liggett, Detroit drug salesman, who in 1902 got 40 leading druggists to invest \$4,000 apiece in a company that would manufacture drugs more cheaply than pharmaceutical companies. The idea was a good one, the trade name Rexall (King of them all) was coined for the products and the business grew tremendously. In 1928 it became part of a large combine called Drug, Inc., which included dozens of the biggest names in the field—Bayer Aspirin, Vicks, Bristol-Meyers, Life Savers and many others. This giant collapsed of its own weight a few years later—Liggett's actually went into bankruptcy—



WORLD'S LARGEST DRUGSTORE will occupy about one quarter of new United-Rexall drug headquarters building which President Dart hopes will be completed this year. Sketch is architect's drawing of new building at Beverly and La Cienega Boulevards in Hollywood.



**"IT'S A
SWELL
DRINK!"**

Look for this
Dispenser

Orange- Crush

T. M. REG. U. S. PAT. OFF.

FRUIT-FLAVORED DRINK



Ask for a "Crush"

Filtered water . . . juice of tree-ripened Valencia Oranges, flavor of orange peel, citric acid from lemon juice, sugar syrup . . . that's Orange-CRUSH!

DART CONTINUED

and in the resulting confusion many of the former sister corporations found themselves holding large slices of United Drug stock, a condition most of them did not enjoy. Liggett, like Walgreen, was more of a salesman than an administrator, and the quill-pen methods of the founding fathers pretty well permeated the Boston headquarters.

United Drug, Inc. was the holding company for a chaotic jumble of enterprises that included the United Drug Company (drug manufacturing), Liggett's and Owl (chain stores), the Seamless Rubber Company, the Absorbent Cotton Company of America, the Hudson Valley Pure Food Company, United Chocolate Refiners, Inc., the National Cigar Stands Company and other ventures related to the running of drugstores; it also still commanded the loyalty of the 10,000 brave but battered independent Rexallites. Complete and almost mulish inefficiency was the rule of the day. The Liggett and Owl chains had completely separate purchasing, advertising, merchandising, research and warehousing departments, and these were duplicated again in the Rexall organization. United was still the largest drug company in the world with control over, or a contract with, one out of every five drugstores in the U.S. It had, moreover, busy factories in Massachusetts, Connecticut, New York and Missouri. In 1941, after many of the larger stockholders had pessimistically sold their holdings, a group led by Edward Noble, head of Life Savers, bought up a controlling share of the stock and decided to resuscitate the ailing firm. One of their first moves was to offer Justin Dart the presidency of Liggett's and a vice-presidency of United Drug, with the understanding that following a period of indoctrination he would be made president of the entire organization.

At the time Dart was at loose ends. When Walgreen died in 1939 his son, Charles Jr., had become president while Dart remained general manager. The stock was divided between Dart, Charles Jr. and Dart's ex-wife, a situation that gave rise to a certain amount of strain. After two years of polite squabbles, Dart resigned.

Dart reorganizes United

BEFORE he could take office with United, however, a lawyer appeared, representing stockholders unfavorable to Dart. The lawyer was Thomas E. Dewey, then between campaigns for political office. Dewey drew up and laid down before the United stockholders a long list of supposedly costly errors Dart had made while running Walgreen's. They naturally asked Dart if the charges against him were true. Dart, with a straight face, told them that the list was far from complete, and confessed to several additional mistakes he had made, all of them vastly more expensive than any on Dewey's demerit list. A little nonplussed, they asked if President Charles Walgreen Jr. had ever made any mistakes. "None whatever," Dart replied, his face more serious than ever. The stockholders burst out laughing and the next thing Dart knew he had his new job; two years later he was president.

The fact that the war was on and United was devoting most of its productive facilities to filling its Army and Navy contracts had freed Dart from marketing problems and given him a chance to think about long-range plans for the company. When he became president he made a clean sweep of United's complex web of subsidiaries and their duplicating hierarchies of executives and sales organizations. In their place he created a United-Rexall Retail Division which absorbed such formerly semi-autonomous subsidiaries as Owl, Sontag and Liggett stores and reduced them virtually to the status of departments. The seven manufacturing subsidiaries continued their independent existence, but following a survey which showed that almost no one recognized the myriad trademarks used by United—save that to most people the name Rexall meant drugs—Dart ordered that all packaging be redesigned to feature the Rexall name and that all other names be scrapped or relegated to very small type. With these changes effected he called his directors together and changed the name of the parent holding company to United-Rexall Drug Inc. To promote this program he initiated the first national advertising campaign in United's or any other drug chain's history, capped by the acquisition of the Jimmie Durante-Garry Moore radio show at a high price.

Dart is extremely publicity-minded. Just recently he purchased

From the distinguished Girard-Perregaux collection

GIRARD-PERREGAUX

Fine Watches since 1791

Sold by selected jewelers . . . 17 jewels from \$40 . . . Write for booklet 74
Girard-Perregaux, 9 Rockefeller Plaza, New York 20 . . . In Canada: Hamilton, Ontario
14 Kt. Gold—Fed. Tax Incl.

CONTINUED ON PAGE 57

ANNOUNCING
THE NEW
IMPROVED
VEEDOL
MOTOR OIL

Perfection
for new cars!



Protection
for old cars!



Finest 100% Pennsylvania...PLUS!

Until today, we couldn't make a finer motor oil than Veedol—not at any price! Because we refine every drop of Veedol from world famous Bradford, Pennsylvania, crude.

NOW—petroleum science has *improved* on nature's petroleum masterpiece!

NOW—this famous oil gives you not only that tough, fighting-film of protection . . . it gives you a *cleaner motor*, too!

The new magic in *Improved Veedol* minimizes oxidation,

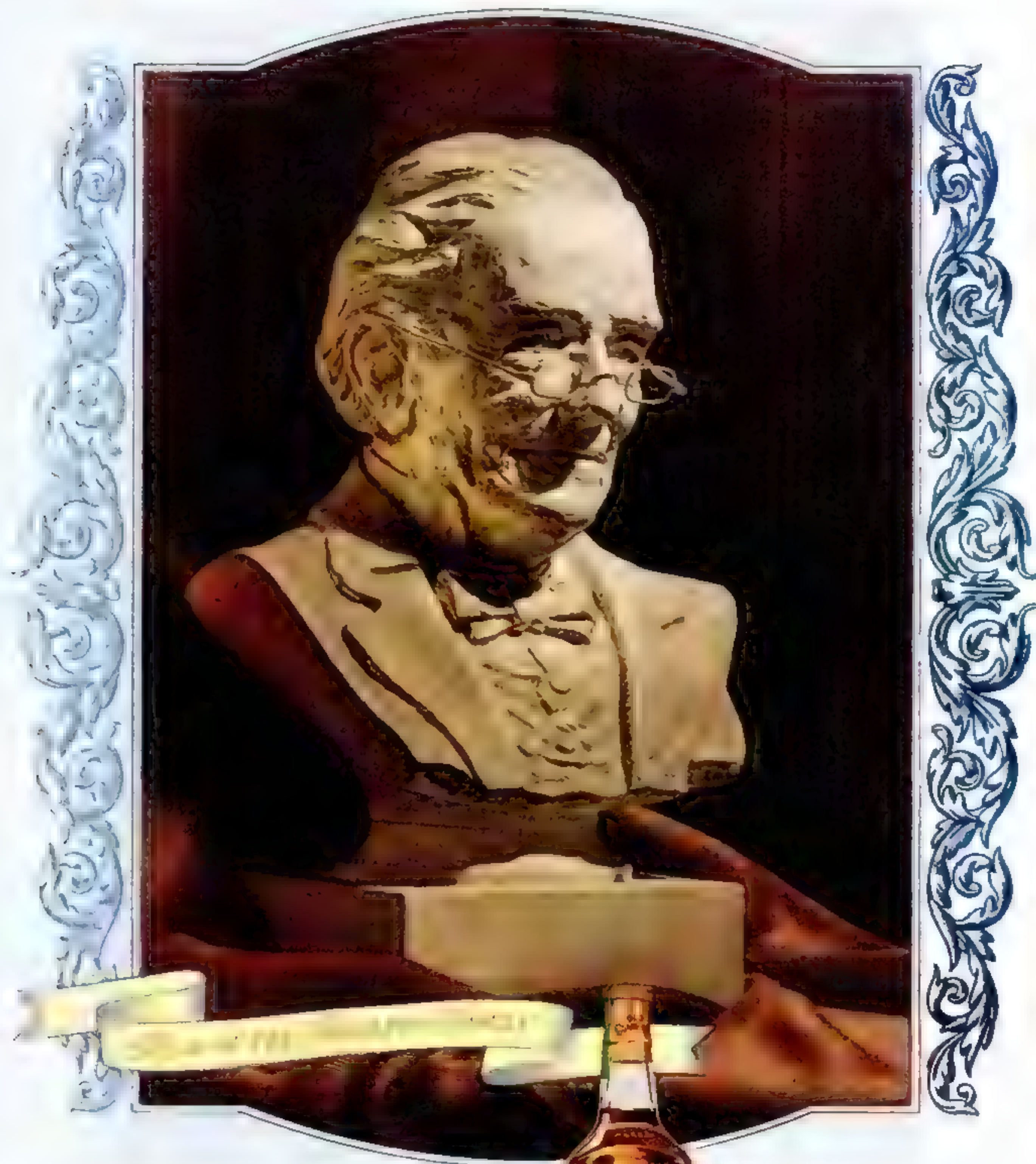
checks formation of harmful corrosive compounds . . . yes! *Improved Veedol* protects against bearing corrosion, which leads to costly repair bills for so many car owners!

It all adds up to a cleaner, a smoother running, a much better protected motor!

Veedol is still 100% Pennsylvania . . . *now better-than-ever!*

This great big "plus" is yours when you ask for: "*Improved Veedol Motor Oil*, please."





Leadership entails a proud responsibility—hence the aim of a prideful distiller to make each sip of Old Grand-Dad seem richer in bouquet and more delightfully flavorful than the last. Among those who know Kentucky straight bourbon at its best, Old Grand-Dad always gets the call.



OLD GRAND-DAD

Bottled in Bond • 100 Proof

National Distillers Products Corp., New York



"Better get a pair of those new **B. F. Goodrich Silvertown rubber heels** with the **special non-slip feature!**" And... extra wear where you need it means more miles per foot.

CAR LIGHTER
 • WORN OUT?
 • MISSING?
REPLACE IT
 WITH ANOTHER
CASCO!

Make your car lighter good as new.
 ...If it won't light, simply screw a new Casco heating element on to your present lighter knob . . . only **\$1.00**
 ...If it is missing, replace it with another Casco "pop-out" unit for . . . **\$1.50**
 Casco makes the famous pop-out lighters found in most cars and now Casco is back with the parts you need to repair or replace your lighter. At auto supply stores, service stations and garages, Casco Products Corporation, Bridgeport 2, Conn.

CASCO
 POP-OUT DASHBOARD LIGHTER



AT NORTHWESTERN Dart played an outstanding game at tackle and was picked in 1927 and 1928 for a place on All-Big-Ten Conference football team. He has given up football but still plays basketball with his United-Rexall employees.

DART CONTINUED

the first commercial helicopter, christened it the Rexall Mercy Ship, and stocked it with drugs, antitoxins and first-aid equipment, including one of the newly developed plastic lungs. The general idea is that this helicopter, the first of a future fleet, will be on hand to answer any emergency calls. The actual value of this service is open to question. Since the sole existing Mercy Ship is based in Los Angeles and has a range of but 200 miles, its availability for national disasters appears problematical, although it should prove useful as a means for getting the Rexall name before the public.

He moves to the West Coast

THE most notable example of Dart's vigorous methods was the abrupt shift of his entire business from New England to the Pacific coast. Once United had agreed to the move, advance agents were sent to Los Angeles to secure housing for employees. Office equipment, files and personnel were flown from Boston to Los Angeles in a converted Army bomber in one month's hectic shuttling from coast to coast. This remarkable move went off virtually without mishap, but a few inevitable slips did occur. The new advertising manager picked up the phone one day and heard the voice of an employee in the treasurer's office. "Mr. Lane," she said, "could you tell me what your salary is?" Mr. Lane, who wishes now he had quoted a much larger figure, stated his salary accurately and then asked the reason for the query. "Well," the girl explained, "we seem to have, uh, lost some of our records and we didn't know how much to pay you."

To accomplish United's renovation, Dart needed men. The subordinates he acquired when he first moved in were holdovers from the old Louis K. Liggett days. One of his first acts was to release these men, or put them in harmless jobs, and then build up his own team. Young himself, he looked for men his own age or younger.

CONTINUED ON NEXT PAGE

ACTORS' FACES
 are extra sensitive



—that's why
Bobby Clark
shaves with soothing
WILLIAMS

BOBBY CLARK, long one of Broadway's favorite comic stars, says: "Years of removing make-up have made my face very sensitive. But I can shave closely with Williams. It's a great beard softener . . . and it never stings or irritates my face."

To be truly gentle on the face, a shaving cream must be made only from pure, mild ingredients—blended carefully. That's exactly how Williams is made . . . with a skill that comes from over 100 years' experience.

Rich, super-soaking lather

Rich, easy-lathering Williams soaks toughest whiskers completely soft. It helps you get close, clean shaves without razor pull or scrape . . . leaves your face feeling smooth and easy.

Discover the difference Williams can make in shaving. Pick up a tube today.



"I knew there'd be a better blade someday..."



... and now there is— PAL HOLLOW GROUND

On the Pullmans, at fishing camps, in the clubs—shaving conversation these days seems to be all about Pal, the wonder blade.

You see, other razor blades are ground like a pocket knife, and the edges are rigid in the razor.



But Pal blades are different—Leather Stripped and Hollow Ground like a barber's razor, and edges are flexible in razor.

Result: Pal Hollow Ground Blades follow facial contours effortlessly. Your shave is cool, quick, no "bearing down." And delicate edges last longer, too. That's why millions call it the

Pal "Feather Touch" shave.



4 for 10c
10 for 25c

25 for 50c

ECONOMY SIZE 50 BLADES \$1

DOUBLE AND SINGLE EDGE

Now—RUST-RESISTANT

PAL

HOLLOW GROUND RAZOR BLADES

*Reg. U.S. Pat. Off.

†Pat. No. 2262588

DART CONTINUED

As his No. 2 man, vice president in charge of marketing, he brought 35-year-old Stan Culver over from Walgreen's, along with a number of other young Walgreenites who now occupy prominent positions in United's hierarchy. As advertising manager, to handle his unprecedented national campaign, he plucked from the Treasury Department 32-year-old Tom Lane, whose handling of difficult press, radio and advertising operations in the War Finance Division had attracted Dart's attention.

Dart expects these men to execute his plans for reorganization and expansion on their own initiative; he becomes openly and very bluntly annoyed if they bother him with questions about anything less than broad policies. And Dart's plans for the future are wide in scope. He is concentrating on three main lines of action—increasing the number of United-owned retail stores; improving (he calls it upgrading) the independent stores licensed to sell Rexall products, and adding to the types of products sold in the stores.

His program for retail-outlet expansion is being carried on in relative secrecy, but negotiations for the acquisition of many small chains throughout the country are in an advanced stage. He has recently purchased the 19-store E. T. Renfro chain in Texas and he has investigators busy checking the possibility of invading Mexico, South America, England and France. This program is a very delicate one, for Dart, the chain-store operator, cannot afford to offend the independent Rexallites who are profitable customers of other divisions of the United organization, but who at the same time regard the chain store as an abomination of the devil.

Stockings in the drugstore

TO clear this hurdle Dart has offered to his Rexallites every facility which is available to the chains—research, joint purchasing of non-United items, financing of store improvements, national advertising, mass-produced store fixtures, etc. He belabors them with expensive propaganda urging them to remodel their stores and service to the point where they can present the appearance of a chain store, and can offer the additional lure of the personal touch, possibly the sole remaining asset of the independent drug-gist today.

The most important commodity which Dart has added to the 12,000 items on his shelves is hosiery. It was tried out in one small United-Rexall chain—California's Sontag Stores. United, moreover, is currently negotiating for several hosiery mills. As soon as the prevailing shortage ceases, women's stockings will be available in all United outlets, and the drugstore will be one step closer to the department-store field.

It is still a little early to assess the future of Dart's new corporate creation. The changes he wrought are barely in process of completion and Dart has spent large sums in a short time in the hope of reaping long-term benefits. He has poured much money into moving the home office, building a \$2,000,000 headquarters in Los Angeles, raising salaries, pensioning old executives, launching advertising campaigns, redesigning packages and above all re-financing United's outstanding obligations, but nobody seems to mind. Stockholders who opposed Dart's entry into the firm in 1941 and his election to the presidency in 1943 are today well pleased.

Dart himself is sublimely optimistic. Faced with the fact that 999 people out of 1,000 will step into the nearest drugstore, whatever its name, rather than walk 50 feet farther to one which is extensively advertised, he is still perfectly confident that he and his men can make their stores so distinctive that customers will beat a path to the nearest Rexall store to buy their mouse-traps.

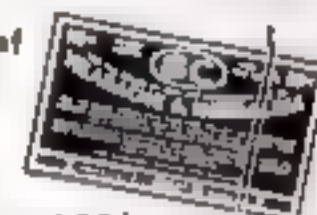
Religiously following his policy of making money while enjoying himself, he refuses to let the many difficult problems of reorganization and development disturb him in the least, and during this critical transitional period he continues to pursue all his extra-curricular activities with undiminished vigor.

A factor which has helped greatly to preserve his healthy attitude has been Dart's second wife, the former Jane Bryan of the movies. Mrs. Dart was a Bette Davis protégé whom Dart met in 1939. She was a starlet of considerable promise. Her performance



TAKE A "BC" HEADACHE POWDER WITHOUT A DELAY

"BC" for quick relief
from HEADACHES
NEURALGIC
PAINS AND
MUSCULAR
ACHES—10¢ and 25¢



Caution: use only as directed.

For foot comfort, too!

QUEST All-purpose DEODORANT

The positive deodorant
powder that destroys
all body odors!



IS SKIN BETWEEN TOES—CRACKED ITCHY, PEELING?

Watch out
for
Athlete's
Foot!



Don't delay—apply Zemo—a Doctor's fast acting agent—so wonderfully soothing yet so powerfully effective that first applications promptly relieve itching soreness and aid healing. Zemo actually kills on contact the germs that cause and spread Athlete's Foot. It helps guard against re-infection. That's why Zemo has such an amazing record of continuous success! The first trial of clean stainless Zemo convinces. All drugstores.

ZEMO

CONTINUED ON PAGE 31



"Train wheels keep *our* wheels turning, too!"

"We're PRODUCERS here — and proud of our product. We're proud, too, of the part our plant plays in the life of our town.

"We started small but, because folks everywhere can buy what we make, we've grown a little every year. Without the railroads, though, we'd still be shoeing horses here. I say that because the railroads not only bring in our raw materials—they carry away our finished product to markets all over America.

"Is it any wonder I consider the railroads just about the best kind of partner a man could have?"

The success of almost any enterprise you can name — plant, store, farm, or home — depends in a very large measure upon the nation's railroads. With their active partnership, American enterprise has made possible a standard of living unmatched in the history of the world.

And this partnership of the American railroads with the American people is fundamentally a home-town affair. For the railroads themselves are a local, home-town business in every community they serve. They employ local people, buy supplies locally, own local property and pay local taxes on it.

These taxes aren't spent for the benefit of the railroads. They are the same kind of taxes *you* pay — taxes that go to help support schools, public health, and many other local government services.

ASSOCIATION OF **AMERICAN RAILROADS** WASHINGTON 6, D. C.



IN PARTNERSHIP WITH ALL AMERICA



Tampax is a
real discovery
for those
precious
summer
weeks

VACATION plans are hard to control this year. You choose a date for departure—your friends can't make it. Next choice—no travel accommodations. *Everything* is thrown off schedule. . . . Oh, well, don't worry too much. Tampax is a travel blessing in its way. This method of monthly sanitary protection liberates you entirely from the harness of belts, pins and external pads.

FOR OUTDOOR ACTIVITIES you will find Tampax is modern-plus. Being *worn internally*, it causes not the slightest bulge or wrinkle under your shorts or swim suit. Also, there's no chafing or odor from Tampax. . . . Perfected by a doctor, it is made of pure surgical cotton compressed in dainty applicators. When in place Tampax is unfelt and you can wear it in tub, shower, pool or ocean!

WHILE EN ROUTE Tampax is a great comfort; also with evening dress. An average month's supply goes into a purse. Quick changing. Easy disposal. At drug and notion counters from coast to coast. Three sizes: Regular, Super, Junior. Tampax Incorporated, Palmer, Massachusetts.



Accepted for Advertising
by the Journal of the American Medical Association

TAMPAX INCORPORATED LFE-5-56-R
Palmer, Mass.

Please send me in plain wrapper a trial package of Tampax. I enclose 10¢ (stamps or silver) to cover cost of mailing. Size is checked below.

() REGULAR () SUPER () JUNIOR

Name _____

Address _____

City _____ State _____

DART CONTINUED

in *We Are Not Alone* with Paul Muni had drawn favorable reviews from the critics, but during 1939 doubts crept into her mind and she went to Miss Davis for advice. Upon being informed that Miss Bryan was in love with Mr. Dart but unable to make up her mind whether to marry him or follow a movie career to possible stardom, Miss Davis sternly advised her protégé to turn her back on Hollywood without hesitation and get married.

The wedding was performed on the last night of 1939. Warner Brothers, miffed at the loss of a likely-looking property, issued a statement to the press which predicted the marriage would not last. Today, however, six-and-a-half years later, everything is still going smoothly and pleasantly.

Mrs. Dart is a pilot in her own right and often acts as co-pilot when her husband flies United's converted bomber. About half Dart's size, she somehow manages to remain at his side as he races through his many activities. She is a harassing but game mixed-doubles partner in weekend tennis matches, an entertaining hostess to her husband's friends and business associates and an enthusiastic amateur architect and contractor for their new house, Winds Aloft, which they are building atop a mountain outside Los Angeles.

All this makes Dart feel that he is very fortunate. "This guy Dart," he says, "has an awful lot of fool luck." Actually Dart, through a mixture of drive, confidence and shrewd openmindedness, has shaped his own luck. His good fortune lies in the fact that he can take it all so lightly.

"There's a good reason for that," Dart explains, "I learned it one Saturday afternoon when I was playing ball for Northwestern. We had a coach, Dick Hanley, who looked on football as something just a little more serious than banking if not quite as respectable. I remember that in that game I got off one of the sweetest tackles I ever made in my life. Everything was timed perfectly and it felt good as hell. When I got up I smiled and maybe I strutted a little just out of sheer pleasure. Two plays later I was pulled out of the game and when I got back to the bench Hanley's face was white and he was so mad he could hardly talk. He ripped me up and down and told me that if he ever caught me smiling on a football field again I'd have to turn in my uniform.

"Believe me, brother, you can't have any fun that way."



MR. AND MRS. DART have been married six years, have two children. Mrs. Dart, the former Jane Bryan, gave up a promising career as a featured actress to marry Dart. She was Paul Muni's leading lady in *We Are Not Alone* (1939).

The Lowest Priced
Nationally Advertised
Tooth Brush in America

only 23¢

IN DUST-PROOF CARTON

Pro-phy-lac-tic
NYLON
Tooth Brush



3 FIRSTS

in photographic
exposure meters

For better black-and-white or color snapshots, use the AUTOCRITIC FIRST with A.S.A. film speeds, FIRST with one-handed ease, FIRST with direct-reading scale. At your dealer's.

DeJUR
Autocritic

More of the Equipment You Need
... for the Pictures You Want

DeJUR AMSCO CORPORATION
45-01 Northern Boulevard
Long Island City 1, New York



NO CONSERVATION...NO HUNTING



Every true sportsman realizes that there must be give as well as take in hunting. Thanks to fine cooperation from many sources, conservation now promises to keep alive America's traditional hunting heritage for many years to come.

What our friends of forest, field and stream need mostly—cover, food and water—is being made available today in greater abundance. Moreover, farmers everywhere have benefited, because lessons learned in providing food, shelter and protection for wildlife produce new and easier methods of soil conservation. Hedgerows stop soil erosion from wind and also provide nesting places for wildfowl. Contour plowing and drainage control bring bigger crops to agriculture and also provide beautiful ponds and streams teeming with bass, trout and bluegills. In great northern

areas, flood and drought control help ducks and geese breed with more safety from birds and beasts of prey. Thus America can enjoy millions of pounds of game each year, carefully harvested from the surplus, with sufficient breeding stock for the future.

Conservation long has been a policy of Winchester and its companion Olin Industry, the Western Cartridge Company. Both are as proud of the support they have given private, state and federal conservation agencies as they are proud of having provided the finest of guns and ammunition for generations of American outdoorsmen.

Bettering the American way of life is the aim of all divisions of Olin Industries.

OLIN INDUSTRIES, INC., *East Alton, Illinois*



*Contributing to Your
Protection, Comfort
and Well-Being*

Products of Divisions, Subsidiaries, Affiliates

WINCHESTER ARMS, AMMUNITION, FLASHLIGHTS, BATTERIES, ROLLER SKATES • BOND FLASHLIGHTS, BATTERIES • WESTERN AMMUNITION, TARGETS, TRAPS • WESTERN BRASS, BRONZE, PHOSPHOR BRONZE, NICKEL SILVER, COPPER, HEAT EXCHANGERS • EQUITABLE, COLUMBIA, LIBERTY AND WESTERN COMMERCIAL EXPLOSIVES, BLASTING CAPS, BLACK POWDER, RAILWAY FUSERS AND TORPEDOES.



GUNBOAT OF THE PENNSYLVANIA NAVY PASSING IN REVIEW BELOW HIGH (MARKET) STREET . . . PHILADELPHIA, 1776

A HERITAGE TO REMEMBER

"Resolved, That Commodore Seymour be directed . . . to order the whole Fleet rendezvous opposite Messrs. Willing & Morris's wharf . . . in order to their being reviewed."

—IN COUNCIL OF SAFETY, NOVEMBER 13, 1776

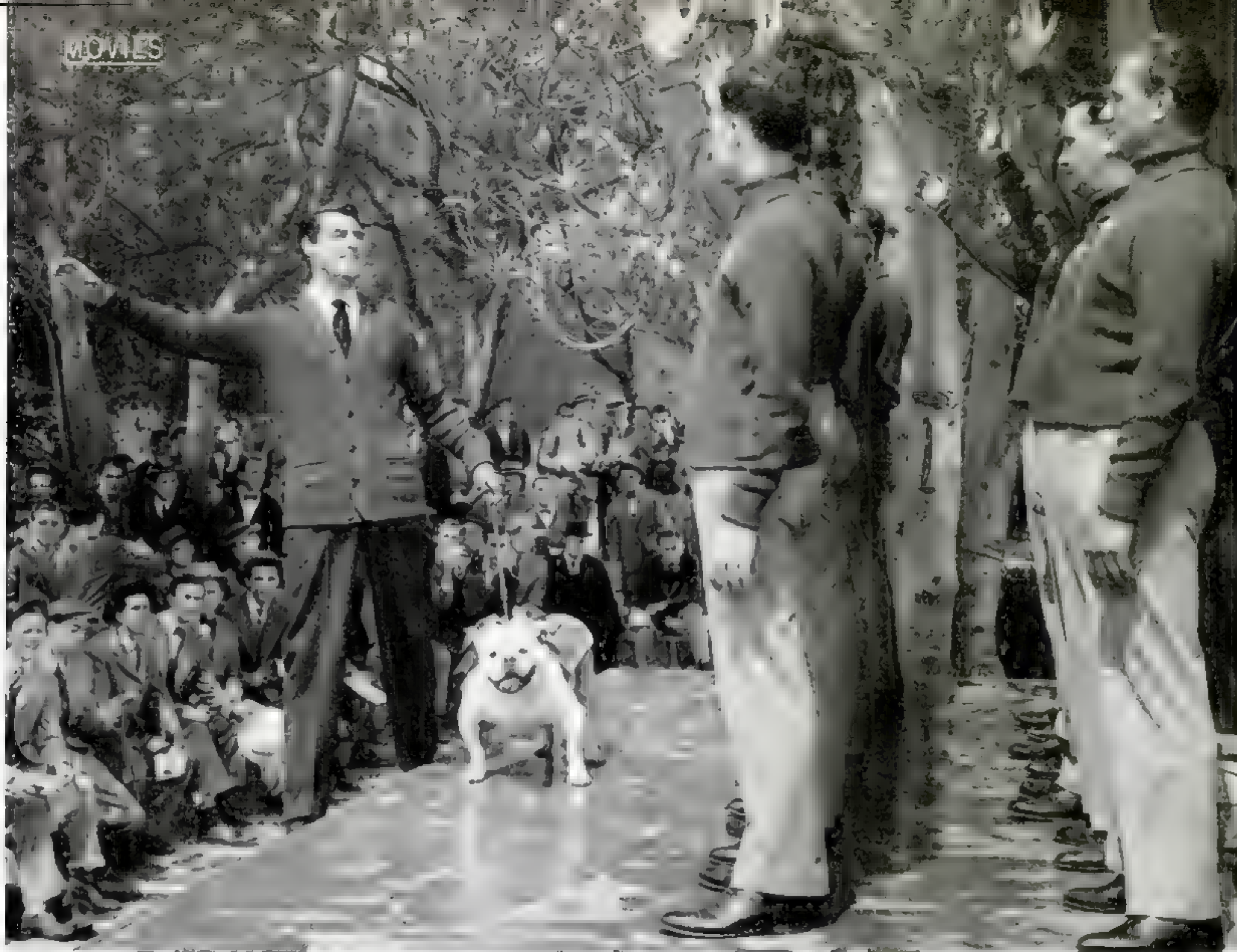
With characteristic vigor, Philadelphia answered the

Colonies' call to arms. Its famous shipyards launched our first frigates. Here were recruited the first of our gallant Marines. Proud traditions, time-honored as Philadelphia's Heritage of Hospitality and nobly sustained today by Philadelphia Blend "The Heritage Whisky." A whisky rich and gratifying, worthy of special occasions. Yet you can afford Philadelphia, regularly and often



86.8 PROOF • 65% GRAIN NEUTRAL SPIRITS
CONTINENTAL DISTILLING CORPORATION, PHILA.

*From a series of Historic Prints Designed for
"Philadelphia" —The Heritage Whisky—Famous Since 1894



COLE PORTER, PLAYED WITH A WILD ATTEMPT AT THE LIGHT TOUCH BY CARY GRANT, LEADS CHORUS OF HIS SONG "BULLDOG" DURING CAREFREE DAYS AT YALE.

"NIGHT AND DAY" VS. COLE PORTER

FILM ABOUT COMPOSER COLE PORTER IS AN EXEMPLAR OF WHAT'S WRONG WITH HOLLYWOOD MUSICALS

To commemorate the birth of sound pictures 20 years ago, the Warner Brothers have modestly chosen one of their own pictures as a "symbol of 20 years of progress in sound." The object selected for this honor is a Technicolor musical called *Night and Day*.

In describing *Night and Day*, which is billed as the life of Cole Porter, Abel Green, the editor of *Variety*, said succinctly, "It has everything." In a way he is right, for it offers a remarkably complete dossier of all that is wrong with the current musical film. The big musical numbers are tasteless, pink-and-gold shadow plays in the best *Gold Diggers of 1933* tradition. The dialog is an attempt to re-create the conversation of clever and intelligent people bravely made by scriptwriters who seem never to have associated with them. The whole "treatment" of the movie is founded on weird distortion and time-worn tricks of plot. The only bright spot is the sound which, after 20 years of progress, is every bit as good as it was 10 years ago.

Night and Day opens on a scene of the Yale campus as it never existed except in the malicious imaginations of Harvard men. While Monty Woolley, cast as a law professor, leads the cheering section, Porter conducts a horde of Y-sweatered, snake-dancing students in his college composition, *Bulldog*. The scene presently shifts to Porter's home

in Indiana, a disconcerting mansion with plantation darkies from Georgia and Christmas carolers from Beacon Hill. These unlikely sets are peopled with characters equally far removed from reality. Monty Woolley, who plays himself, was not a professor when Porter was in college but a fellow undergraduate. Porter himself carries on a largely fictitious war career, during which he is nursed back to health by his future wife from a wound which in fact he never received and composes future hits under circumstances having no relation to the true ones.

It may be a matter of no great consequence that moviegoers are misled concerning the life of a popular composer. But now, when the Hollywood vogue for musical biographies has reached a peak (Chopin, Kern, Gershwin), such disregard for fact destroys the validity of this movie formula. *Night and Day* is no worse than some others, but though Porter's songs are sure to make it a box-office success, it marks a sad decline from the great Warner Brothers biographies of Zola and Pasteur.

In a moment of singular obtuseness, the producers last week previewed their film at the Yale Club of New York. As the painful travesty came to an end, with the Yale Glee Club singing *Night and Day* in what seems to be the college chapel, one member was heard to mutter, "Let's not have any more of these Warner Brothers pictures."



COLE PORTER, a talented writer of hits for 20 years, is the subject of *Night and Day*. He was well paid for the rights to his life, loyally insists that the movie is good.

**5 LIGHTWEIGHT
OUNCES of
Summer Comfort**



-PLUS

construction features
you'll find only in

REIS Scandals

Light, cool and absorbent, yes! Yet Reis Scandals are scientifically constructed to give you the mild athletic support that means tops in comfort on hot summer days! And Scandals really fit because they are deliberately cut, sewn and shaped to the male form. Ask for Reis Scandals—the ideal underwear for summer.

THEY'RE CUT TO FIT... TO FIGHT FATIGUE!

(A) MATCHING SHIRT is especially shaped at bottom to follow legline of Scandals (B). Elastic "HI-WAIST" construction of Scandals (C) gives better fit. Full cut seat for full coverage. No seams to sit on (D).



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ROBERT REIS & CO.



ROBERT REIS & CO. • 2 PARK AVE. NEW YORK 16, N. Y.

"Night and Day" CONTINUED



AT HOME Porter's rich and crotchety grandfather tells Cole he wants him to be a lawyer, not a composer. Porter did study law for a while (at Harvard rather than Yale, as shown in film) but family did not oppose his choice of a career and, before dying, Porter's grandfather bequeathed him plenty of money.



IN NEW YORK Porter is a renegade from family, with Monty Woolley raises money from a bartender to back a show they have written. As himself, Woolley appears in a beard actually grown 10 years later, insists on playing the Man Who Came to Dinner though all demand for that performance died several years ago.



IN THE WAR Porter hears the chant of Zouave warriors and dashes off *Begin the Beguine*, actually written in 1935. Later he is wounded. In real life Porter spent most of the war in the French Foreign Legion with a portable piano, was never wounded. As in the movie, however, his first show was a failure.

**KID
O'Sullivan
Says**

If "Oh my feet are killing me!"
Is a phrase you often use,
Wear step-easing O'Sullivan's;
They're like cushions
... on your shoes.



**BEWARE
sun parched lips**



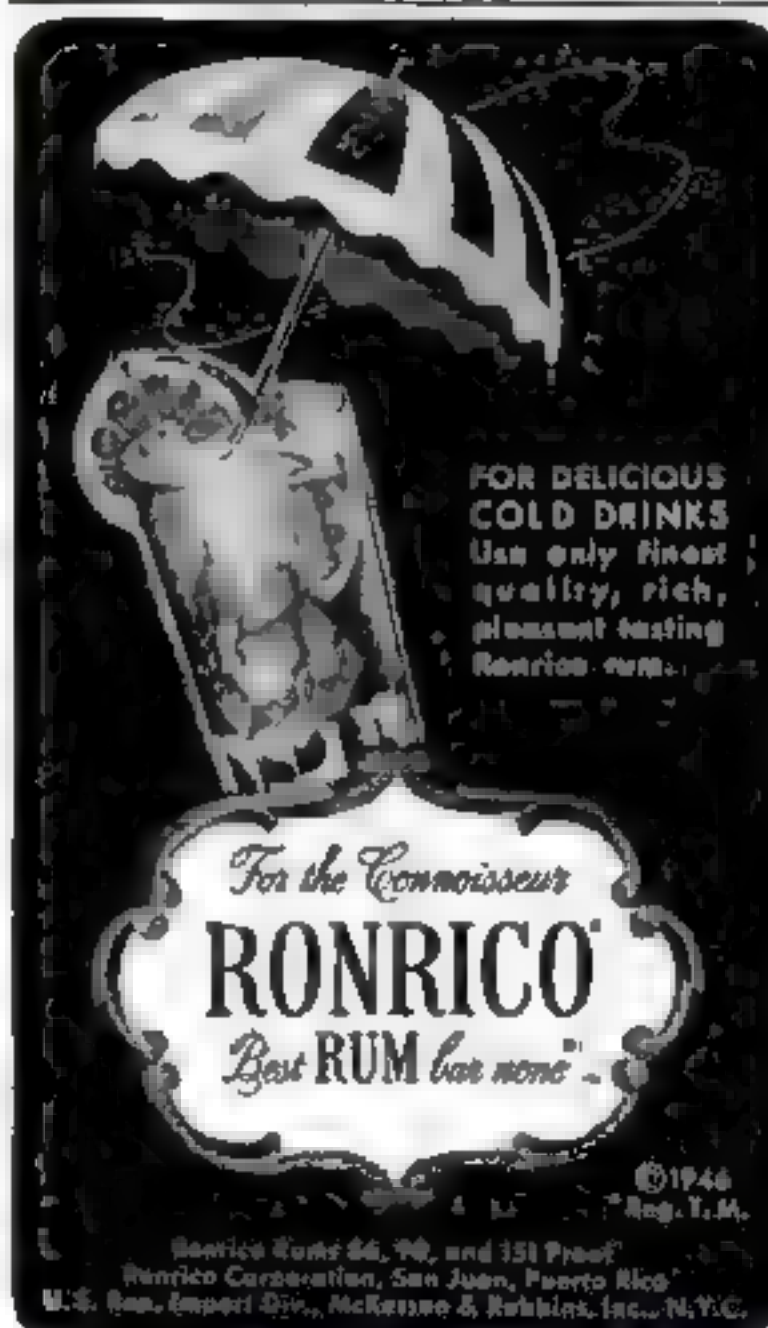
Does sun absorb moisture? — Just ask your lips. 'CHAP STICK' is the specially medicated lip balm for parched, dehydrated lips. So quick to soothe — so handy to apply. So sure — so lasting in its comfort.

For warm weather, dry weather, and for changes of climate or altitude—use the one and only 'CHAP STICK'. Your lips will thank you.

GET THE ONE AND ONLY
ChapStick

25¢ tax free

KEEP LIPS FIT



I'm a Regular Army Soldier!



It's not just that I've got a good steady job that pays me well and gives me good training. The reason I'm a soldier is because I get a lift out of my job.

It's not heroics. It's a deep-down, satisfying glow that makes your heart skip a beat now and then. Like when they lower the flag at sunset and the bugler sounds Retreat. Somehow you say to yourself, "Everything's okeh. I, and a lot of other guys like me are seeing to it that that flag flies safely here and in lots of other places around the world."

I remember the bang I got when I sewed that first stripe on my sleeve. I was Private First Class! I'd worked hard and had gotten somewhere in a place that really counted—the United States Army. And every single stripe that has gone on since has given me that same kick. You don't talk about it, but *you* really feel you've made the grade.

Then there's something about working with other men the way you do in the Army. You're on a team bigger than anything you've ever known before. And when your outfit gets a pat on the back for a good job, it kind of makes *you* stand a little straighter. Sure you're proud! You can't help but be.

You see, it's something *more* than you get otherwise. Perhaps you realize it most of all when you and your gang get aboard ship to go overseas as personal representatives of Uncle Sam. You, John Smith, U. S. Army, making the protection of the best country in the world your own responsibility.

If *you* feel the way I do . . . if *you* want something out of life that's just a little bit different . . . something perhaps a little more important than you might be doing elsewhere . . . I'd suggest that *you* make a point—right now—of finding out what a really fine proposition the Army offers today—money-wise and every other way. Visit your nearest U. S. Army Recruiting Station for all the facts and figures.

Listen to "Sound Off," "Warriors of Peace," "Voice of the Army," "Proudly We Hail," "Harry Wismer Sports Review" and "Spotlight Bands" on your radio.

U. S. ARMY RECRUITING SERVICE



YOUR REGULAR ARMY SERVES THE NATION AND MANKIND IN WAR AND PEACE—CHOOSE THIS FINE PROFESSION NOW

If your hair looks like a
SHOCK OF WHEAT
IN A WINDSTORM...



You Need LUCKY TIGER HAIR TONIC

When you first look in the mirror in the morning, hair all tangled and wild you've got Morning Mirror Blues... Reach for your bottle of LUCKY TIGER HAIR TONIC, Regular or With Oil. Apply freely, rub hard. Feel that invigorating "wake-up" tingle. Enjoy its fresh fragrance. Then comb and see how handsome you look. LUCKY TIGER makes your scalp feel better, your hair look better. Relieves scalp itching caused by minor surface irritations, removes loose dandruff, helps keep you well-groomed all day long. Avoid those "Morning Mirror Blues." Ask your barber or your druggist for LUCKY TIGER HAIR TONIC... Regular or With Oil. There's nothing better for hair and scalp.

When you wash your hair
use Lucky Tiger Magic
Shampoo

for
**HAIR
and
SCALP**



LUCKY TIGER



BOY MEETS GIRL as Linda Lee (Alexis Smith) nurses Porter back to health. Actually, Linda Lee was a divorced Mrs. Thomas from Louisville, Ky. Here the inspired Porter writes *Night and Day* (1932). As Linda appears in the doorway, the line "Night and day, you are the one" comes over him like a hot flash.



PORTER STARVES while playing piano in a five-and-ten-cent store because he is too proud to live off his family. Singer (Gunny Simms) makes advances to him but he rebuffs her with the icy politeness which Hollywood ascribes to all Ivy Leaguers. Actually, Porter spent the '20s living gaily in France and Italy.



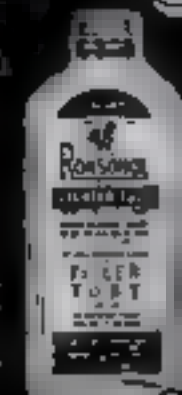
BOY GETS GIRL in London, where Porter is a success. Linda is running a children's home and Cole, in the movie's most painful sequence, mistakenly thinks that all the children are hers. Here he registers happiness at learning how wrong he was and they are married, about 10 years later than in real life.

CONTINUED ON PAGE 107



RONSON REDSKIN ACCESSORIES

EXTRA LENGTH
RONSON REDSKIN 'FLINTS'



New SUPER-LIFE
RONSONOL
LIGHTER FUEL

RONSON WICKS

Yes, there is a difference!

FREE Book, "How To Get The Most Out Of Your Lighter." Write Dept. 18, Ronson, 1 Aranson Sq., Newark 2, N. J.

By **RONSON**

Makers of World's Greatest Lighter

RONSON ON THE AIR...Fun on "20 Questions." Listen Saturday nights, Mutual Network. For time and station, see your local paper.



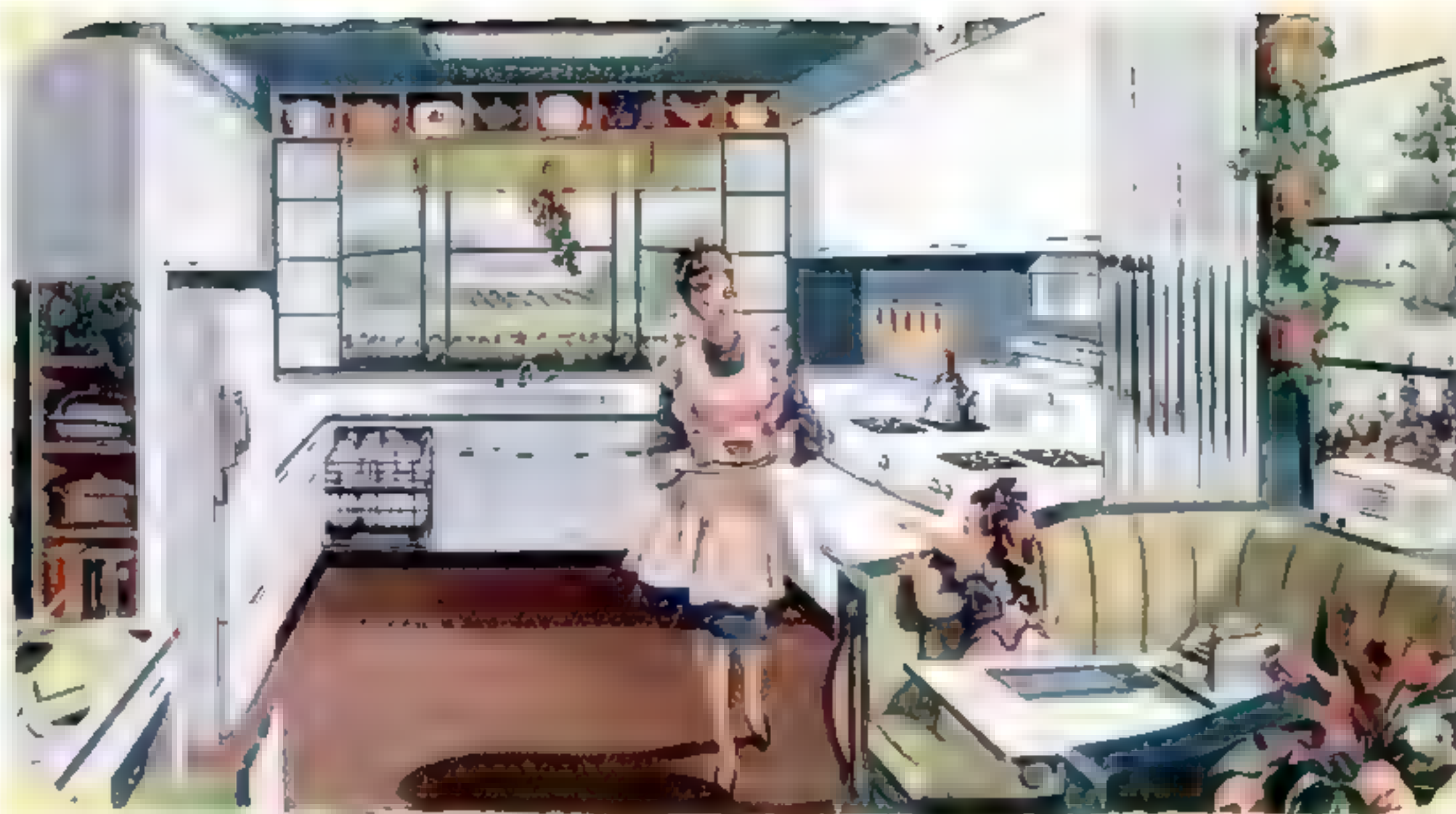
La Cross

LIFE

MORE READERS EVERY WEEK THAN
ANY OTHER MAGAZINE IN HISTORY

Do YOU Own A Scratching Dog?

If you own and are fond of a dog that is continually scratching, digging, rubbing, biting himself until his skin is raw and sore, don't just feel sorry for him. The dog can't help himself. But you may. He may be clean and flea free and just suffering from an intense itching irritation that has centered in the nerve endings of his skin. Do as thousands of pleased dog owners are doing. At any good Drug Store or Pet Shop get a 25c package of Rex Hunters Dog Powders, and give them once a week. Note the quick improvement. One owner writes: "My female setter, on Sept. 29th, did not have a handful of hair on her body—all scratched and bitten off. I gave her the powders as directed. By Nov. 10th she was all haired out." Learn what they will do for your dog. Make a 25c test. Economy size box only \$1. If dealer can't supply send 25c or \$1 to J. HILGERS & CO., Dept. 222, Washington, N. Y.



Everything's New from Kalamazoo

A year ahead, 1947 models now—that's Kalamazoo's preview of everything new . . . through and through.

New beauty, design, workmanship and value. These are the direct results of employing America's foremost designers—investing 2½ million dollars

in new plants, dies and manufacturing methods.

See the greatest values in Kalamazoo's 46-year history . . . ranges, furnaces, also refrigerators and washing machines, at your nearest Kalamazoo store or department store. Ask about dealer franchise.

KALAMAZOO STOVE AND FURNACE COMPANY, 564 ROCHESTER AVENUE, KALAMAZOO 6, MICHIGAN



New Automatic Electric Range... "Save-Way" control adds free hours and keeps a thrifty eye on the meter . . . quick heating rod-type units . . . Seven speeds from simmer to high . . . deep-well-cooker . . . oversize oven . . . Three models.



New Combination Range . . . burns manufactured, natural or bottled gas, plus coal, wood, coke or oil . . . 2 ranges in 1 . . . good looking, good cooking. A real sensation in value. Three models.



Your "Year Ahead" Gas Range... full 40" wide . . . it's big, beautiful, crowded to capacity with new performance features. New "Thermagic" oven . . . 18" wide, with all rounded corners. New "Flame Ray" broiler . . . heat scientific

cally applied for tender, juicy results. Extra storage space in cushioned compartments that roll on ball bearings. "Uniflow" one-piece top with all rounded corners. No crevices: easy to clean. Made in five beautiful models.



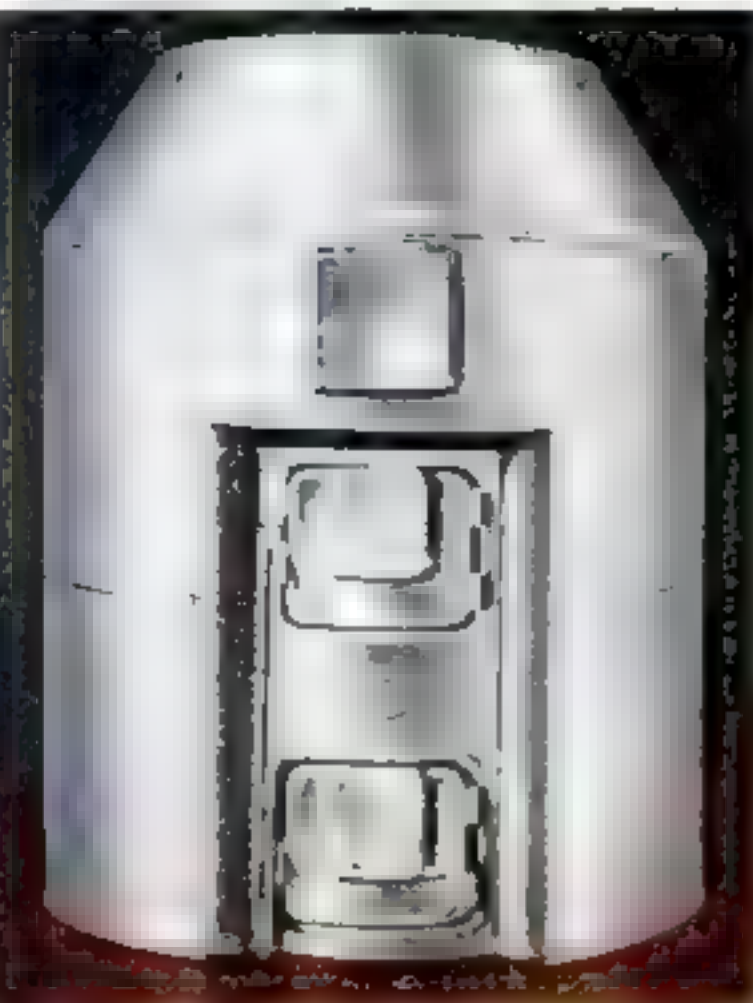
New Cool and Wood Range... quality, beauty, value . . . with famous "oven that floats in flame" . . . something entirely new in an oven improvement. Three models that excel in beauty and value.



"Cold-Keeper" Electric Refrigerator . . . 7.88 cubic feet . . . 56 ice cube capacity . . . silent, trouble-free mechanism.



De Luxe Oil Furnace... completely automatic, quiet, gun-type burner and forced air blower. Combines beauty, comfort, efficiency, in a smart streamlined casing.



Super-Steel Round Furnace . . . made of "Torridtest" special furnace steel. Joints welded by "submerged" process . . . expert-installed to fit your house and purse.

HOME APPLIANCES BY
KALAMAZOO
QUALITY LEADERS SINCE 1901

KING MEANS BEST IN EVERYTHING



A Golf Scene, painted especially for the Brown-Forman Collection by Harrison F. Miller

BROWN-FORMAN'S

KING OF PRE-WAR WHISKY*



KING

BLENDED WHISKY

A de**LIGHT**ful climax to any sport—Brown-Forman's King of pre-war Whisky—from Kentucky! Enjoy its smooth mellowness, coupled with full-flavored, satisfying taste! Then you'll know why more and more are asking for Brown-Forman's King Whisky at their favorite club, bar or package store!

BROWN-FORMAN DISTILLERS CORPORATION

At Louisville in Kentucky

*The straight whiskies in this product are 51 months or more old. 40% straight whiskies; 60% grain neutral spirits. 86 proof.

"Night and Day" CONTINUED



AT A REHEARSAL Porter uses up an odd moment by dashing off *You're the Top*. To get in an outdoor scene the writers hit upon the fiction that Porter invites 50 performers at a time to a country house and there rehearses dance numbers on the grass, with waiters pouring champagne and time out for swimming.



GRAYER NOW, Porter is made to break up with wife, who is pictured as annoyed at him for being so successful. He goes back in sorrow to New Haven where the Yale Glee Club, in silver-screen blazers instead of real-life tail coats, honors him by singing *Night and Day*, a type of song the club has never sung.



FINAL CLINCH comes when pride-swallowing Linda returns to Cole, kisses him dreamily beneath the elms of Yale. Actually the Porters have been happily married for 25 years. She is with him everywhere except in Hollywood, which she does not like and will probably like even less after seeing *Night and Day*.



Breezing Home!

What magic in that wonderful word, "Vacation!"

How you looked forward to getting away from it all, leaving trouble and worry behind, seeing new scenes and faces, relaxing—having fun!

How you kept your fingers crossed for good luck with the weather and a trouble-free trip, so you'd come home with your sleeves rolled up—ready for another year's work!

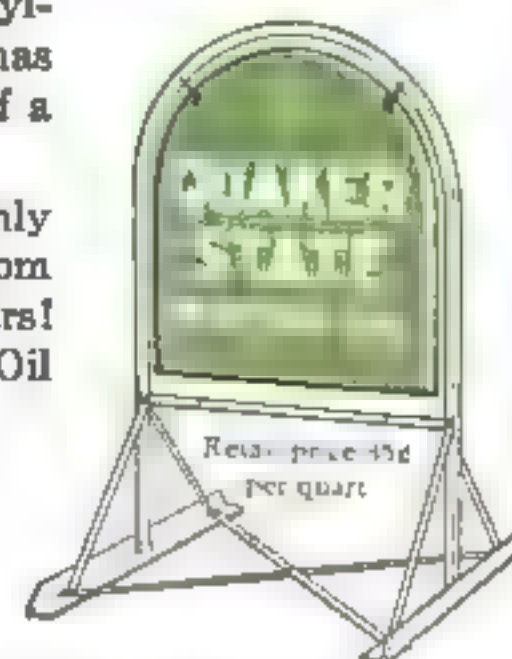
But you were a good planner, too—you didn't leave it *all* to chance.

Remember how you drove the car around for a check-up, made sure you had air in your tires and water in the battery? And—this is important—you were mighty careful to have your crankcase filled with fresh Quaker State Motor Oil! Then, how that happy motor purred!

You've known for years that Quaker State is the finest motor oil money can buy—refined from pure Pennsylvania grade crude oil by a process that has been progressively improved for almost half a century, and is now at peak perfection.

And so, your motor is still purring, smoothly and quietly—as you come breezing home from one of the best vacations you've had in years! Quaker State Oil Refining Corporation, Oil City, Pennsylvania.

For Almost Half a Century
The World's Premium Quality Motor Oil



MEMBER PENNSYLVANIA GRADE CRUDE OIL ASSOCIATION



MOUNT WASHINGTON COG RAILWAY HAS BEEN RUNNING EVERY SUMMER SINCE 1866. THE QUIANT ENGINE'S BOILER SLANTS NOSE DOWN TO KEEP IT LEVEL ON ASCENT

Life Visits the White Mountains

New Hampshire's Presidential Range attracts mountaineers who climb its peaks and tourists who ride up them

The White Mountains for more than a century have been a favorite American vacationland. From Indian legend, the tales of Hawthorne (see p. 113) and reports of early explorers, the mountains acquired, in our great-grandfather's time, an aura of gloomy hazard. The Presidential Range was a rugged, cloud-wrapped country, fraught with the perils of lost travelers, avalanche and runaway horses on the Mount Washington carriage road. Some of this

atmosphere can still be found in places like The Flume at Franconia Notch and Lost River at Kinsman Notch. Around the turn of the century the mountains became a fashionable resort for old-style vacationists who liked to rock on long hotel verandas and admire the view. Today the fashionable set has largely deserted the mountains for the seashore (except for skiing in winter when the mountains are newly smart). But tourists come in ever-growing

streams. For them the Presidential Range, between Crawford and Pinkham Notches (passes to west-erners) is an agreeably civilized wilderness. It is ideal for mountain climbers of medium hardihood who can hike from peak to peak, spending their nights in convenient, food-stocked cabins. Less rugged visitors, like the weekendling Sherburnes who appear in these pictures, can ride up some of the mountains by cog railway, cable car or out-of-season ski lift.



THE PRESIDENTIAL RANGE presents a majestic panorama from the luxurious Mount Washington Hotel, scene of the Bretton Woods monetary conference. Rising al-

most 5,000 feet above the valley, the peaks sweep up to Mount Washington, highest in New England. On slope facing camera is Tuckerman's Ravine, spring skiers' paradise.



PARADISE FALLS is the reward of those who trace the course of Lost River in Kinsman Notch through half a mile of fantastic caves, potholes and underground basins.



AERIAL TRAMWAY up Cannon Mountain takes Ed, Betty and little Gayla Sherburne of Winchester, Mass. on ride to summit for excellent view of White Mountains.

Here he is now!



Johnnie Walker sets the course

When good friends get together, the company is never really complete without that smoothest and mellowest of all friends—genial Johnnie Walker. To anyone who knows fine scotch whisky, the appearance of Johnnie Walker brings pleasure without parallel.



Both 86.8 Proof



Popular Johnnie Walker can't be everywhere all the time these days. If occasionally he is "out" when you call . . . call again.

BORN 1823
... Still going strong

JOHNNIE WALKER

BLENDING SCOTCH WHISKY

CANADA DRY GINGER ALE, INC., New York, New York • Sole Importer

White Mountains CONTINUED



GAYLA SHERBURNE'S trip starts with a visit to Fred Berry, Indian taxidermist. She distrusts mounted bobcat despite the reassurance of her parents.



ON COG RAILWAY Gayla examines track's cog near the mountain's summit. Apparent angle at which she is standing is due to steep incline of the car.



AT "THE BASIN" of the Pemigewasset River in Franconia Notch, Gayla finds water icy. Basin is pothole formed by whirling stones in swift current.

CONTINUED ON PAGE 113

Management's-eye-view of the Santa Fe



View from fireman's seat inside cab of one of Santa Fe's great fleet of Diesel locomotives. Engineer sits at right.

Many of the fine things you are enjoying and are about to enjoy on the Santa Fe are the direct result of riding the line rather than riding an office chair.

You can see more railroad from the cab of a locomotive than you can from a type-written report. It all goes to prove that foresight is better than hindsight.

That's why you so often find the top executives of Santa Fe at the "head-end" of Santa Fe trains. They ride in front by desire and by design to see what lies ahead.

The modern railroad executive, who has grown up with tracks and trains and who has spent a large part of his life in railroad-ing, looks at a section of track not in terms of ties and rails but in terms of the possible

improvements for better service to shippers and passengers.

Coupling long experience with mature vision, he translates new ideas into action with immediate decision which is both practical and timely.

This practical "Management's-eye-view" has led to the straightening of curves, improved roadbeds, new bridges and many other things which pay off in terms of better service for both passengers and shippers. It has led also to improvements of design and handling in the locomotives themselves.

From time to time during the next few months, Santa Fe will announce a number of new features improving its service and equipment. Watch for them.

SANTA FE SYSTEM LINES

Serving the West and Southwest



IT'S THE

Golden

Touch



...and It Adds
Gloriously Smooth Flavor
to Every Kind of Drink

WE SAY DON Q has a golden touch. It's the only way we know to describe the magical new way Don Q makes every kind of drink. You've never before tasted such an incomparable, delicious flavor. You'll know what we mean when you sip your first Don Q Old Fashioned, or your first Don Q Manhattan ... or just a tall, lazy Don Q and soda. It's nothing less than magic. It adds a golden touch you will find irresistible, unforgettable.

★
DON Q
86 Proof



GREAT STONE FACE PROJECTS FROM THE SIDE OF CANNON MOUNTAIN

WHITE MOUNTAINS' GREAT STONE FACE

The Old Man of the Mountain is New Hampshire's most famous sight. It was immortalized by Hawthorne in *The Great Stone Face*. He wrote, "It seemed as if an enormous giant, or a Titan, had sculptured his own likeness on the precipice. There was the broad arch of the forehead, a hundred feet in height; the nose with its long bridge; the vast lips, which, if they could have spoken, would have rolled their thunder accents from one end of the valley to the other." Face is actually 40 feet from forehead to chin, has been reinforced with concrete and steel rods.



THE OLD MAN OF THE MOUNTAIN IS SEEN THROUGH DIME TELESCOPE



Do you want a picture of "BOB" FELLER?

Here's Bob Feller, America's strike out king, with a Roadmaster—"America's Finer Bicycle". And what a bicycle! Smart, sparkling colors, modern lines and beautiful convenient accessories. It's rugged and safer, too. The exclusive electronic welding process makes Roadmaster's frame 100% stronger.

Ask your dealer... see it... ride it... then own a Roadmaster... "America's Finer Bicycle".

For your beautiful 8x10 picture of Bob Feller, just send us your name, address and 10¢ to cover cost of mailing. Be sure your name is plainly written.

THE CLEVELAND WELDING COMPANY
W. 117th Street and Berea Road • Cleveland 7, Ohio

BECOME A MEMBER of the world's most famous After-Shave Club

★ For a refreshing, enjoyable finish to your morning shave, join the discriminating men who use Aqua Velva. Cooling, bracing—Aqua Velva is as stimulating as an ocean plunge. You'll like its clean, pleasant scent—the way it leaves your face feeling smoother and more fit.

Aqua Velva is the world's most popular after-shave lotion. Use it regularly for the utmost in after-shave pleasure.

The J. B. Williams Co., Glastonbury, Conn., makers of fine shaving preparations for over 100 years.



A FEW OF THE MEMBERS

Sir Cedric Hardwicke
Albert Spalding
Brig Gen.
John J. Bradley,
U. S. A., Ret.
Norman Rockwell
James Thurber
Wilfred Pelletier



NOW Enjoy
Barcalofter
comfort the year 'round



Patents Pending

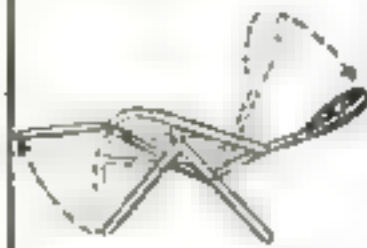


With White Frame for Outdoor Use

Tubular Steel Frame in New Finishes for Indoor Use



Sitting Position



Adjusts to Any Position



Folds Easily

What solid comfort! What complete relaxation! That's what the thousands of lucky owners of the Barcalofter are saying about this new wonder chair. Its balanced design permits adjustment to any position from sitting to full reclining, merely by leaning back or forward. Locks firm in any position.

Smart, new finishes for indoor use — gleaming white frame for leaning outdoors. Thick, soft cushions of Duran, the new plastic fabric that resists weather, alcohol, perspiration... won't mildew, crack or peel. In choice of colors.

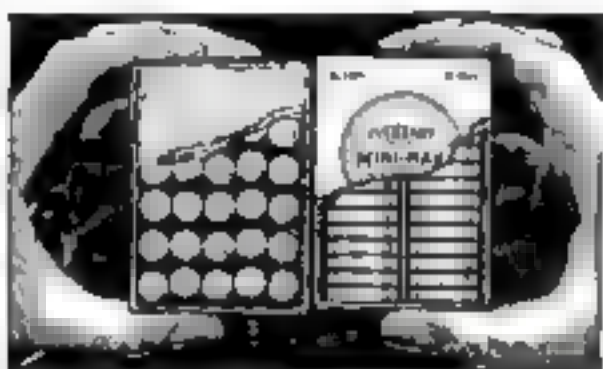
About \$34.50 at Leading Furniture and Department Stores. See it, try it today.

BARCALO MANUFACTURING COMPANY
Buffalo 4, New York

Manufacturers of the famous Barcalo Six-Way Pillow, Fashion Set Summer Furniture and the Barcalo Reclining Wheel Chair

It's Smart To Be Comfortable

A Fact About HEARING AIDS!



• The best hearing aid performs no better than its battery. With "Eveready" "Mini-Max" batteries, flat-cell construction fills all spaces with energy-producing material, rather than with pitch or paper fillers needed with round cells. The result is more energy and longer life. Get "Eveready" batteries — save money every hour of use.

NATIONAL CARBON COMPANY, INC.
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Unit of Union Carbide and Carbon Corporation

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The registered trade-marks "Eveready" and "Mini-Max" distinguish products of National Carbon Company, Inc.

EVEREADY
TRADE-MARKS
MINI-MAX

STOP my Fleas— Don't Startle 'em



Use the NEW SKIP-FLEA POWDER with DDT

Yep, Boss, the fleas lie down and die fast, when you attack 'em with the new, improved Sergeant's SKIP-FLEA Powder with DDT. It doesn't stir up fleas — it doesn't irritate me. It's a safe and sure combination of ingredients, Boss, that the Sergeant folks perfected after years of work, and it has been thoroughly tested on dogs, too. Let's get some today so I can forget about fleas. Your favorite drug store has it, and we can get Sergeant's SKIP-FLEA Soap there, too.

Sergeant's
SKIP-FLEA POWDER



MOBILE RABBITS ARE SUPPOSED TO LURE DERBY ENTRANTS TO BEST

THE DIAPER DERBY

Babies howl, mothers fret and press agents rejoice in big New Jersey crawling contest



EFFORTS. MANY IGNORED TOYS, SAT BACK, CRIED, CRAWLED WRONG WAY

Summer is the traditional season for silly publicity stunts. Last month one of the silliest and most uncomfortable involved 36 hot, sticky babies entered in the 8th Annual Diaper Service Derby at Palisades Amusement Park, New Jersey. Some babies crawled in more than one of the four scheduled heats, which made little difference because there was no final. Others fell sound asleep at the starting line. After three tortured hours, during which babies squalled, mothers complained about delays, and photographers stumbled over press agents for the National Institute of Diaper Services, which sponsored the event, the offspring of an adagio team was declared the winner (see following page).

CONTINUED ON NEXT PAGE

**"Really worth showing twice!
RC tastes best, so nice!"**

says
JUNE HAVER

See June Haver in
**"THREE LITTLE
GIRLS IN BLUE"**

a 20th Century-Fox Technicolor Picture



"THE TASTE-TEST REVEALED IT BEST!" says June Haver. "In the famous cola taste-test I tried leading colas in paper cups. The one I selected 'best-tasting' was Royal Crown Cola." Try it yourself. Say "R C for me!" That's the quick way to get a quick-up with Royal Crown Cola—best by taste-test!

RC is the quick way to say...

**ROYAL CROWN
COLA**

Best by taste-test

NAPOLEON AND UNCLE ELBY



Pretty foxy, Napoleon, having your own private stock of 3-Flavor Red Heart!

Just like Napoleon, your dog is ag'in table-scrap feeding, too. The diet he really goes for is tempting, crunchy Red Heart! For besides being tops in taste, each one of Red Heart's three famous flavors—beef, fish, cheese

—has the vitamins, minerals and carbohydrates he needs to keep healthy and peppy!

Like most good things, Red Heart is scarce these days . . . so if your grocer was out of it today, try again tomorrow!



**RED
HEART**



3-FLAVOR DOG FOOD

JOHN MORRELL & CO. • MEAT PACKERS, GENERAL OFFICES, OTTUMWA, IOWA

Diaper Derby CONTINUED



WALKING CHILD, who was disqualified from crawling race, is 15-month-old Daniel Haber of New Jersey. He wears a big sign used in former events.



BAWLING BABY refuses to crawl over green canvas course, which got hot although it had recently been sprinkled with water. Finishers crawled 50 feet.



CONTEST WINNER Dennis Wendelken, 1, of Brooklyn vanquished three other heat winners because he was better-looking. He received a \$50 bond.



*Mellow and Cool
as Morning Sunshine*

**America's Favorite because it's Light and Bright
as a Sunny Morning**

Enjoyment unmatched awaits you in a cool Schenley Reserve Collins. America's favorite whiskey...of quality ingredients skillfully blended...will be *your* favorite too! Try Schenley Reserve. Blended Whiskey 86 proof. 65% grain neutral spirits. Schenley Distillers Corp., N. Y. C.



**"It's all up to
you, Son..."**

SON: But, Dad, you'd be glad if I studied medicine, wouldn't you?

DAD: Naturally, Son... and proud. But it isn't the easiest life, you know...

SON: That's not the point, Dad...

DAD: ...seven long years of college, and then you've only begun to study...

SON: But you'd do it over again, Dad!

DAD: ...and you won't make a lot of money... scarcely a living at first.

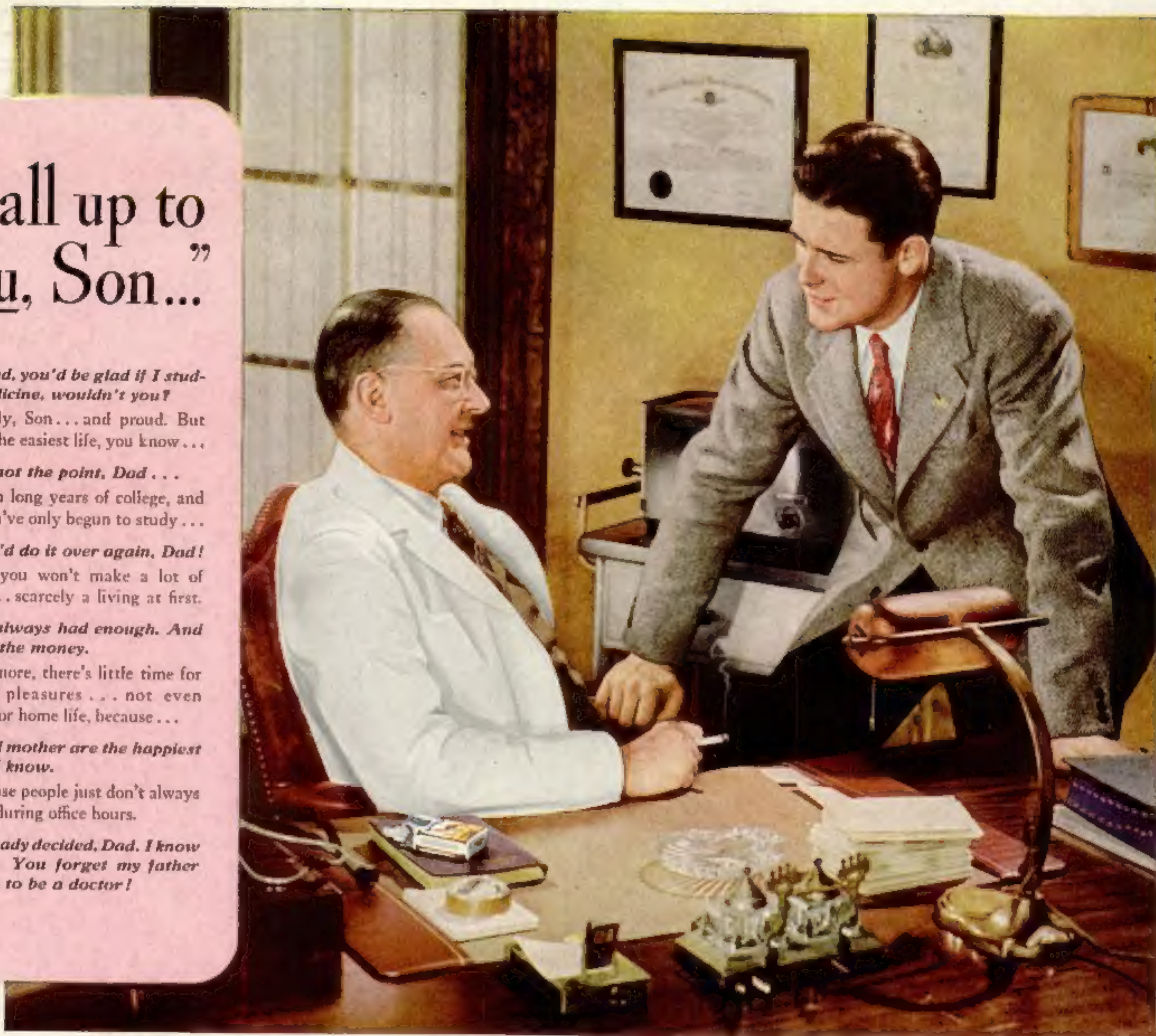
SON: We've always had enough. And it's not the money.

DAD: What's more, there's little time for outside pleasures... not even enough for home life, because...

SON: You and mother are the happiest people I know.

DAD: ...because people just don't always get sick during office hours.

SON: I've already decided, Dad. I know all that. You forget my father happens to be a doctor!



H. J. Reynolds Tobacco Company, Winston-Salem, N. C.

*According
to a recent
Nationwide
survey:*

MORE DOCTORS SMOKE CAMELS THAN ANY OTHER CIGARETTE



DOCTORS in every field of medicine... graduates of every great medical school in the United States... these were among the 113,597 doctors recently surveyed by three leading independent research organizations:

One of the subjects in this nationwide survey was personal cigarette preference. "What cigarette do you yourself prefer to smoke, Doctor?" was the gist of the query. And the brand most named by doctors was Camel.

Try Camels yourself. Compare them for mildness... for that full, rich flavor that keeps on tasting good from cigarette to cigarette, pack to pack. That's the final test... the "T-Zone" test (see right).

YOUR "T-ZONE" WILL TELL YOU...



The "T-Zone"—T for taste and T for throat—is your own proving ground for any cigarette. Only *your* taste and *your* throat can decide which cigarette tastes best to you... how it affects *your* throat. On the basis of the experience of many millions of smokers, we believe Camels will suit your "T-Zone" to a "T."

CAMELS *Costlier Tobaccos*